BROADCASTING

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Broadcast Advertising

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MAY 15, 1934

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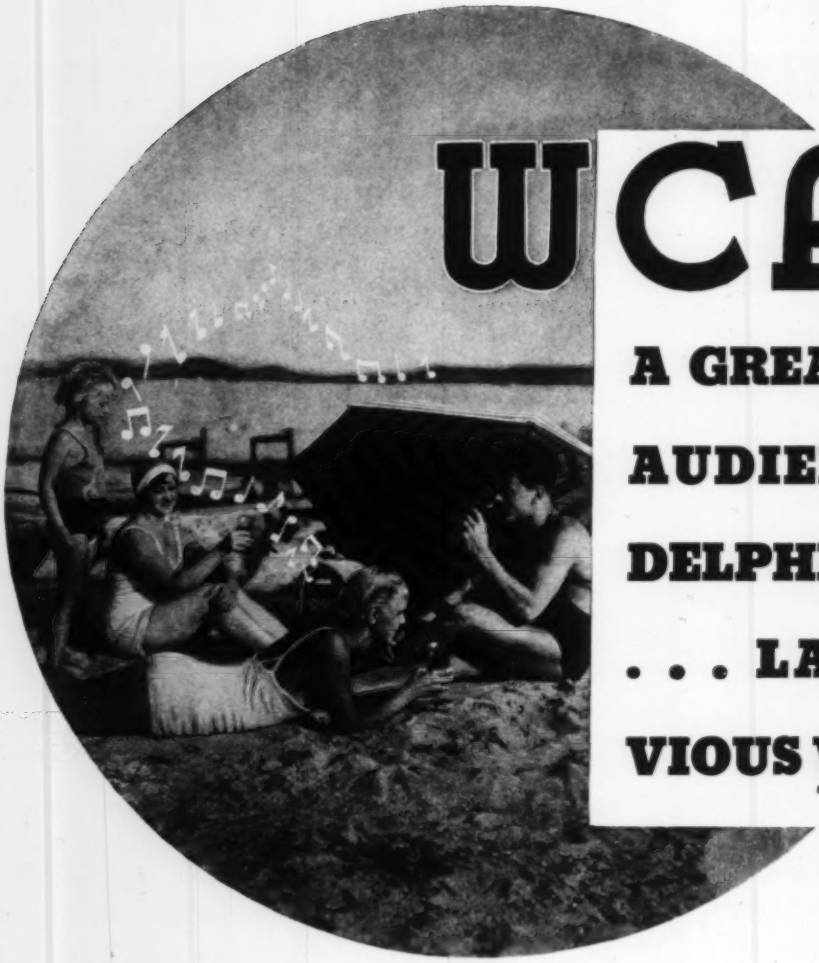


WCAU offers

A GREATER 1934 SUMMER AUDIENCE IN THE PHILADELPHIA AREA THAN EVER . . . LARGER THAN PREVIOUS WINTER AUDIENCES!

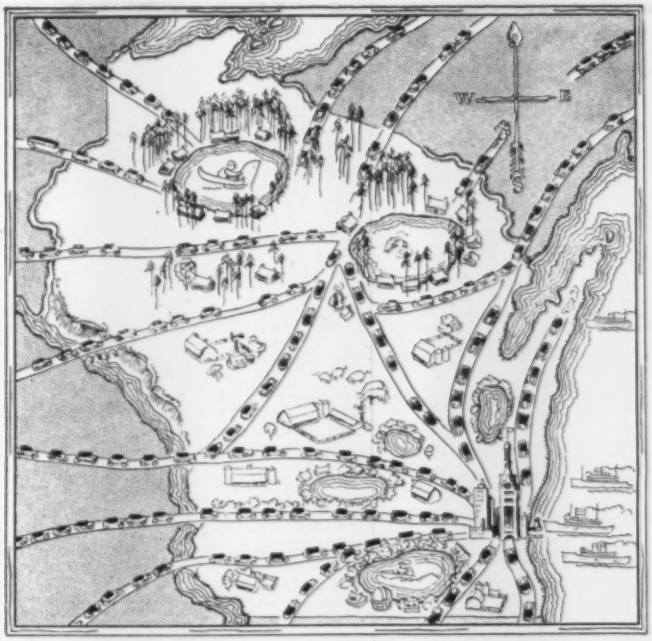
FACTS

- Only 14.5% of the people in the Philadelphia area vacation in any given two-week period and practically all of them REMAIN within the WCAU listening area.
- 3 of every 10 vacationing families take radios with them and 5 more of them find radios where they vacation... STILL WCAU potential fans.
- 55,000 more families own small Portable and Automobile Radio Sets than in any previous year . . . hence less than 2% of WCAU regular audience lost during summer months.

WCAU sells for YOU straight through the summer, no let up!

Write For Our "Circulation and Market Data" Book If It Isn't Already On Your Desk

WCAU PHILADELPHIA'S 50,000 WATT STATION



Where Summer brings added business for Radio Advertisers

As a market for summer radio advertising, Milwaukee is a "natural." Here is offered low cost one-station coverage, the second highest percentage of radio set ownership of any market in the nation, and increased listener population and buying power during the warm-weather months.

Milwaukee's industrial payroll--the sixth largest in the nation, and growing faster than that of any other large city in the past year--is higher in June, July and August than the yearly average. Summer months are also the months of greatest income on Wisconsins farms. And seven million out-of-state tourists come to Wisconsin, "Vacationland of the Middle West," and spend approximately $140,000,000 here in a period of one hundred days.

WTMJ is the ONE and ONLY station that does a thorough selling job in this A-1 market. In every survey of listening habits ever made in this area, two important facts stand invariable. (1) WTMJ reaches MOST of the listeners MOST of the time. (2) No other station in Milwaukee, Chicago or elsewhere even begins to reach an effective audience.

Send for a copy of the 60-page book, "Listening Habits in Greater Milwaukee," and investigate the exceptional summer sales opportunity in this year-round market.

MEMBER OF NBC NETWORK

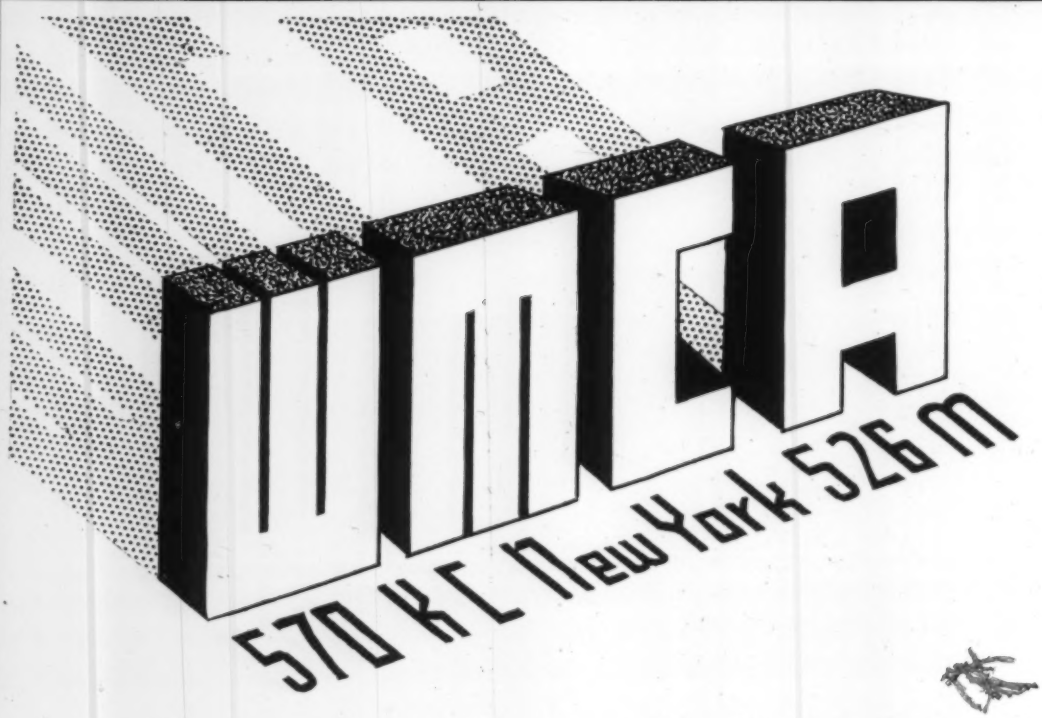
WTMJ

WISCONSIN'S FAVORITE STATION

THE MILWAUKEE JOURNAL STATION

National Representatives . . . . . EDWARD PETRY & COMPANY, Inc.

NEW YORK CHICAGO DETROIT SAN FRANCISCO



A quarter hour period—on the station with one of the two most consistently audible signals in the New York area—with one of the greatest followings in the country—at the lowest rate per potential listener in the United States.

$75 *in the* DAYTIME

$125 *in the* EVENING

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1697 *Broadway* WMCA *Columbus* 5-5660

NEW YORK

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BROADCASTING
and
Broadcast Advertising

VOL. 6 No. 10 WASHINGTON, D. C., MAY 15, 1934 $3.00 PER YEAR—15c A COPY

Powerful Lobby Threatens Radio Structure

BY SOL TAISHOFF

Senate Show-down on Harney Demand for Split-up Looms; House Resumes Hearings on Communications Bill

CULMINATING a lobbying campaign unexcelled in radio annals, the United States Senate soon will face a show-down on the Wagner-Hatfield amendment to the pending Dill communications commission bill, which would uproot the existing broadcasting structure by ordering cancellation of all station licenses within 90 days and requiring a new allocation under which 25 per cent of all facilities would be given religious, educational, labor and similar so-called non-profit organizations.

As BROADCASTING went to press, it was indicated that the communications bill might become the Senate's unfinished business momentarily. The "25 per cent" amendment, prompted by Father John B. Harney, Superior of the Missionary Society of St. Paul the Apostle (Paulist Fathers) of New York, operators of WLWL, was to be offered from the floor, since it was rejected in committee with only two favoring votes—those of its Senatorial sponsors. Chairman Dill, of the Interstate Commerce Committee, author of the pending bill, and Senator White (R.), of Maine, both Senate radio leaders, were prepared to lead the opposition to the amendment.

Defeat is Indicated

A CANVASS indicated that if the amendment comes to a record vote on the floor, it will be defeated. Reports from Senators queried by constituent station managers and owners after the Harney lobby, in which labor and educational factions gave ready support, indicated that a vast majority of the Senators would vote against the amendment while supporting the bill. A handful of Senators reported themselves "committed" to the measure.

With adjournment of Congress now scheduled about June 1, it is felt in legislative circles that the legislation for creation of a communications commission to regulate radio, along with the telegraph, telephones and cables, has about an even chance of passage, but only if stripped of the Wagner-Hatfield provision. Hearings were resumed before the House Interstate and Foreign Commerce Committee May 8 after having been indefinitely postponed a fortnight ago. The Rayburn measure, pending before that committee, differs from the Dill bill in that it would not amend the Radio Act in any material respect. It is therefore supported by the NAB in behalf of the broadcasting industry. It is unlikely that hearings will be concluded before May 18 or 19, thus substantially minimizing chances of enactment in the House.

The "25 per cent" amendment, obviously intended as a wedge on the part of WLWL to procure full time on the clear channel it now uses some two hours a day, grew out of a controversy between the religious station (which, incidentally, sells some of its time and is listed as a commercial, rather than religious station) and WPG, Atlantic City, operated under lease by CBS, the dominant station on the 1100 kc. clear channel. WPG is owned by the municipality of Atlantic City.

An unexpected showing of support for the Harney proposal came when the priest testified before the House committee May 9. More than a score of members of the House filed their "appearances" through Rep. Rudd (D.), of New York, sponsor of an amendment similar to the Wagner-Hatfield proposal. Rep. Connery (D.), of Massachusetts, also appeared to state that "many members" of the House had asked him to register their support.

Presenting a vigorous argument in defense of his amendment, Father Harney criticized the Radio Commission for its alleged failure to provide facilities for religious, educational and similar "human welfare" organizations. He denied that WLWL is seeking any "special" legislation to serve its own ends, but he proposed to accord to all "human welfare" organization facilities they might use in what he termed public interest.

Attacks Judge Sykes

"RELIGION has fared most ignominously at the hands of the Commission," he asserted. He said that less than 2½ per cent of all broadcasting facilities are allocated to so-called educational stations, while the remainder are held by stations operating for profit. Subjected to cross-examination by Rep. Wolverton (R.), of New Jersey, he said he would not be satisfied if existing stations were required to devote 25 per cent of their time to "moral" programs and insisted that these facilities, by reallocation, should be assigned all public welfare organizations alike.

Father Harney's attack upon Chairman Sykes of the Commission because of a letter he sent Rep. Merritt (R.), of Connecticut, opposing the WLWL proposal as "class legislation," precipitated a colloquy during which Chairman Rayburn of the committee interposed a defense of both Rep. Merritt and Judge Sykes. A question about the accuracy of a statement by Judge Sykes regarding the WLWL legislative movement was raised by the priest.

In a direct answer to Father Harney, the NAB May 12 submitted to the Rayburn committee a brief categorically refuting his allegations. Simultaneously, it asked all member stations to cooperate in informing their House members of the true broadcasting situation in order to counteract the propaganda spread by the Harney lobby.

Denied by the Radio Commission on the ground that WLWL was not qualified to force deletion of WPG by any superior showing, the Paulist Fathers did not follow the usual course of appealing to the Court of Appeals of the District of Columbia, where it could seek redress if the Commission erred. It launched a political lobby, thus broadening the issue from one of legal combat with a single station to political warfare involving the entire industry.

Labor is Enlisted

SALE OF time, rather than non-profit operation, was clearly the motive of WLWL in its application before the Commission. Similarly, this is shown as the objective of the Harney amendment, because it states that the so-called non-profit-making groups to which the 25 per cent of the facilities would be allocated should be allowed to "sell such part of the allotted time as will make the station self-supporting."

Father Harney and others for the last month have been appearing regularly over WLWL in attacks upon commercial radio, CBS, the Radio Commission and sundry organizations identified with radio. Even while this campaign was being carried on, with the political lobby working assiduously in Washington, it was understood that negotiations had been undertaken in New York in an effort to compromise the situation to procure additional facilities for WLWL.

Carrying the political hod for Father Harney in the lobby is one Michael Flynn, identified with certain legislative activities of the American Federation of Labor, and the man who reputedly engineered the deal last year whereby WCFL, Chicago, operated by the Chicago

Text of 25% Amendment

FOLLOWING is the text of the proposed Wagner-Hatfield Amendment to the pending Dill communications commission bill (S. 3285) to be offered from the Senate floor upon consideration of the Dill measure:

"To eliminate monopoly and to insure equality of opportunity and consideration for educational, religious, agricultural, labor, cooperative, and similar non-profit-making associations, seeking the opportunity of adding to the cultural and scientific knowledge of those who listen in on radio broadcasts, all existing radio broadcasting licenses issued by the Federal Radio Commission, and any and all rights of any nature contained therein, are declared null and void ninety days following the effective date of this Act, anything contained in this Act to the contrary notwithstanding.

"The Commission shall, prior to ninety days following the effective date of this Act, reallocate all frequencies, power, and time assignments within its jurisdiction among the five zones herein referred to.

"The Commission shall reserve and allocate only to educational, religious, agricultural, labor, cooperative, and similar non-profit-making associations one-fourth of all the radio broadcasting facilities within its jurisdiction. The facilities reserved for, or allocated to, educational, religious, agricultural, labor, cooperative, and similar non-profit-making associations shall be equally as desirable as those assigned to profit-making persons, firms, or corporations. In the distribution of radio facilities to the associations referred to in this section, the Commission shall reserve for and allocate to such associations such radio broadcasting facilities as will reasonably make possible the operation of such stations on a self-sustaining basis, and to that end the licensee may sell such part of the allotted time as will make the station self-supporting."

XUM

Federation of Labor, procured full-time on the 970 kc. clear channel allocated to KJR, Seattle, and as a result of which the channel was "broken down" as an exclusive wave. This move was forced after Mr. Flynn had agitated the introduction of legislation whereby Congress itself would allocate a clear channel for the use of labor. The legislation, of course, was withdrawn, following award of an "experimental" license by the Commission to WCFL to operate full time.

Has Hanley's Support

CLEARLY, the Wagner-Hatfield amendment was designed to accomplish the same purpose. Since a compromise could not be reached, the Harney group, it is evident, has turned to Congress. In the broadcasting industry it is now felt that a show-down should take place with a roll call vote in the Senate—to end this kind of sniping at legitimate stations by self-seeking groups. Defeat of the amendment, it is believed, will dampen the ardor of such groups in attacking the present structure so recklessly and on the slightest provocation.

Dove-tailing with the Harney lobby also has been the public pronunciamentos of Radio Commissioner James H. Hanley, advocating parceling out of channels to religious and educational groups. He voted for award of full time to WLWL when the Commission decided this case several months ago and is a staunch supporter of the Wagner-Hatfield amendment. Father Harney has been a frequent visitor at Mr. Hanley's office.

Immediately after the Wagner-Hatfield amendment was offered April 27, the broadcasting industry opened its fight. A telegram was sent by Philip G. Loucks, NAB managing director, to all member stations.

Broadcasters Respond

AS A result, several group meetings of broadcasters were held, networks cooperating with independent stations. Mr. Loucks reported "amazing responses." He said that broadcasters regard it as "a fight between life and death" since the amendment would completely destroy the present system of American broadcasting.

In the Senate Committee the Wagner-Hatfield amendment was defeated with only its two sponsors voting in its favor. Senator Dill insisted that the amendment is similar to provisions which repeatedly have been rejected and is contrary to all established American principles. Senator White, former chairman of the House Merchant Marine, Radio & Fisheries Committee, held the same view, and both agreed to fight it on the floor.

In its statement sent to all Senators May 1 in opposition to the amendment, the NAB brought out that the proposal would impose an impossible task upon the proposed new commission, not only because of the new allocation but because hundreds of court actions would follow; that terrific expense amounting to millions of dollars, would be imposed upon the government and radio stations; that it is diametrically opposed to the Roosevelt recommendation that new legislation should follow a study and recommendations by the new commission; that allocations by Congressional enactment rather than by the Commission would completely revolutionize the plan for distribution set up in the Radio Act; that service to listeners would be reduced if not destroyed; that a dangerous precedent of service to group, class or denomination would be set up; that the groups involved already get more time now than if their activities were segregated; that Congress has previously vetoed similar plans on the theory that stations must serve every listener within its normal range, rather than special groups; that to unstabilize a whole industry at this time is utterly at variance with the national policy of industrial recovery, and finally, that since the proposal would authorize sale of time by the religious, educational and similar stations, it actually would merely transfer facilities from existing commercial stations to other time-selling stations, thereby establishing religious, educational and similar groups as competitive commercial broadcasters.

House Group Organized

THE HARNEY lobby has been busy on other fronts besides in the Senate. A House campaign also has been organized with Reps. Connery, Maloney and Rudd as the leaders. The latter, author of a separate bill somewhat similar to the Senate amendment, announced May 2 in the House that, following a meeting in Rep. Connery's office attended by "many" Congressmen and addressed by Father Harney, it was agreed to draft an amendment to the Rayburn communications bill, along the lines of the Wagner-Hatfield provision.

Reports inspired by the Harney-Flynn group that the White House "saw no objection" to the amendment were refuted at the White House. It was said by Stephen T. Early, one of the President's secretaries, that the White House "makes no statements on pending legislation."

Meanwhile, on the communications bill as a whole, efforts were being made in both houses to speed action in the hope of passage at this session. As the NAB is unalterably opposed to the drastic amendments affecting broadcasting contained in the Dill bill, it is believed the Washington Senator will forego these changes rather than have the bill blocked. Senator White is determined to block the measure in its present form and will propose a substitute whereby existing laws governing radio and other communications simply would be transferred to the proposed new commission. This, he holds, is in line with the President's recommendations.

A new amendment to his bill, striking directly at network or group ownership of stations, was introduced in the Senate May 9 by Senator Dill. It reads:

In granting applications for licenses or renewals of licenses for frequencies to be used for broadcasting, the Commission shall so distribute such licenses that no one licensee nor organization of licensees, whether effected by purchase, lease, chain broadcasting or other method, shall be able to monopolize or exercise dominant control over the broadcasting facilities of any community, city or state, or over the country as a whole, and the Commission shall, so far as possible, by its distribution of licenses, provide for broad diversification and free competition in broadcast programs to be presented to radio listeners.

Bellows Indorses House Bill

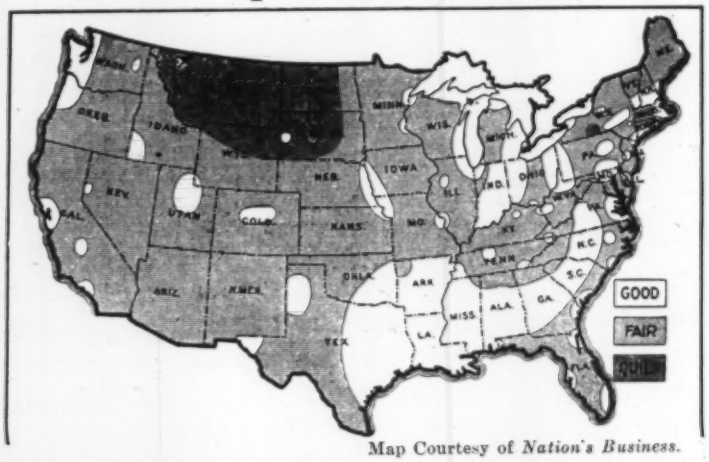
UPON resumption of hearings before the Rayburn committee May 8, Henry A. Bellows, CBS Washington vice president, and chairman of the NAB legislative committee, read a prepared statement endorsing the general provisions of the bill as being in accord with the President's communications message of Feb. 26. He had opposed the Dill measure, in behalf of the NAB, on the ground that it went far afield and was not consistent with the President's message, and in his statement to the House committee he urged retention of that feature which keeps the Radio Act of 1927, as amended, intact.

Mr. Bellows did suggest revision of the appellate provisions of the Rayburn bill to avoid conflict by allowing two modes of appeals: one for radio exclusively to the Court of Appeals of the District of Columbia, as provided in the present act, and the other covering common carriers, which would permit appeals to all qualified federal courts. Minor changes in phraseology also were suggested. Surprisingly, there was no examination except with respect to the appellate provision.

The committee also heard Commissioner Frank McManamy, of the I. C. C. and Maj. Arthur B. Colton, of the War Department, endorse the measure insofar as it provided for the consolidation of communications regulation in a single agency. Neither discussed broadcasting per se, although Maj. Colton did say the Army, from the standpoint of national defense, was opposed to fusion of radio and wire companies, since in time of national emergency it requires all available communications facilities. Consolidations, he asserted, might mean diminution of the communications resources of the nation.

Hearings have been scheduled before the committee through May 16, with the likelihood they will last longer. Representatives of communications companies are expected to testify for the most part at these future hearings.

Business Map of Nation Shows Gains



Map Courtesy of *Nation's Business.*

BUSINESS CONDITIONS—This map represents business conditions in the states as surveyed recently by the U. S. Chamber of Commerce. Better feeling in live stock markets helps the Great Plains area. Lack of moisture may give spring wheat a poor start in the northwest. Wage advances widen some white industrial areas. High tobacco prices are still a spur to trade in the Southeast.

Cincinnati Looms As Convention City

NAB Directors May Schedule Meeting in Late Summer

BARRING unforseen developments the 1934 NAB convention will be held in Cincinnati either in late August or early September. Final decision is expected during the meeting of the NAB board of directors which opened in Washington May 14, shortly after BROADCASTING went to press.

In addition to Cincinnati, several other cities are bidding for the convention, including Hot Springs, Ark., and Memphis. The fact that Cincinnati has been soliciting the convention for several years, together with the prevailing belief that it is ideally located, is expected to lead to acceptance of its invitation. Another attraction is the new 500 kw. transmitter of WLW, now operating full time under experimental authority from the Radio Commission.

All previous conventions have been held in the late fall. There has been an insistent demand from broadcasters this year, however, that the annual session be held before the fall radio season arrives, and, as a consequence, a proposal was to be placed before the board that it occur either the last week in August or early in September.

A variety of subjects will be discussed at the directors' meeting, including procedure in connection with legislative efforts to parcel out channels to educational and religious groups by cancelling all existing licenses and ordering a reallocation by the proposed new communications commission. Although indications are that this move has been checked, plans to prevent any recurrances doubtlessly will be drafted.

Matters incident to the NRA code for the industry, growing out of the Code Authority meetings held in Washington May 2, 3 and 4, also will be discussed. Among other subjects on the agenda are copyright procedure and pending legislation affecting radio.

'Getting Our Money's Worth Out of Radio'

By DUKE MURTA

Advertising Manager, Brown-Dunkin Co. Department Store, Tulsa, Okla.

That's What Tulsa Department Store is Doing With Daily Hour-and-Half Broadcasts Early in the Morning

Mr. Murta

RADIO can be used to create institutional good will or make immediate sales, says Mr. Murta, who has had considerable experience with radio advertising. Before joining Brown-Dunkin, he was director of radio for the Tracy-Locke-Dawson, Inc., Dallas agency, and produced the southwest Ford dealers program last fall. Prior to that he was in the radio department of J. Walter Thompson Co., San Francisco. He offers the suggestion that the early-morning period is the best time for the retail or general department store.

RETAILERS are vitally interested in how they may use radio. Several stores have experimented and are finding it up to their expectations. Other stores have passed the pioneering stages, doing a bang-up job of selling.

Radio, with its wide reach of circulation, naturally has interested the merchant, but he at first observed its marvels with awe, being afraid that it was too "hot" for him to take a chance with; first, because its expense seemed prohibitive on account of its production costs; second, because it was one medium on which, in his opinion, he could not check results as he does in his daily newspaper advertising.

Produces What's Wanted

THEN ONE or two stores tried it out with surprising results. The ether waves will produce any kind of result the merchants wish—institutional or direct sales the next day.

The writer, having had more than the average retail advertising man's experience in radio production in New York, San Francisco and Dallas, knows whereof he speaks. We have started a good radio job out here in the southwest.

The Brown-Dunkin Company, Tulsa's leading retail store, is on the air every day of the week over KTUL.

When the sales plans for 1934 were decided upon, the consensus of opinion was that the store should have as its goal for the year another million-dollar volume. "A Million More in '34" was adopted as a slogan and immediately was introduced by a campaign of institutional advertising. All wrapping paper, bill heads, plus other printed matter eminating from the store now carry this slogan. Delivery trucks also display the slogan.

Two Hours and Half Daily

THEN BROWN-DUNKIN went on the air with the "Brown-Dunkin Five-Star Final News of the Air." The time is from 7 to 9:30 o'clock every morning except Sunday. The program consists of recorded music and dialogue on advertised merchandise by a "Mr. and Mrs." woman and man announcers. News of the day, as well as announcements regarding civic, church and social events, is broadcast.

None of big-time production methods or production is attempted. The purpose is to make the program a part of the normal, regular routine of all who listen, rather than a special feature as the Follies.

Requests for social club announcements and other material are sent in by mail or telephone, being added as the script permits, in order of their importance.

The records are selected by a representative of the station and our promotion department, and they cover a range of selections designed to create a pleasant atmosphere at an early hour. We also take into consideration that the majority of our listeners are early risers. The flexibility of the script enables us to stress any particular item advertised for the day in time for a prospective purchaser to reach the store before the supply is exhausted. We are believers in the early morning program for the general department store.

The broadcast has clicked 100 per cent. Fan mail and observations indicate acceptance of the program as an early morning habit. An audition of store employes is being conducted to ascertain if any have talent. Brown-Dunkin wishes to give them an opportunity, as well as take advantage of the publicity to be obtained from this source.

Institutional good will will be promoted by arranging special programs to conform to local holidays, conventions or events of natinal importance. The program is plugged in every store advertisement.

Our auditorium on the seventh floor, used for numerous events, such as a child's theatre on Saturday mornings, fashion shows, demonstrations, lectures, store meetings, any of which may be placed on the air by remote control. Store pep meetings are being tuned in to the broadcasts at present to indicate our own enthusiasm over sales events.

"The Brown-Dunkin Five Star Final" is a morning habit, rather than a big show, and as such is ringing the bell in drawing people into the store and at the same time is building a volume of good will, which will far exceed "A Million More in '34."

How Department Store Promotes its Radio Programs—A Corner of One of its Full Page Ads.

Design for Retail Advertising on the Air . . .

By WILLIAM C. ROUX

National Broadcasting Company

RADIO has suffered lamentably at the hands of department stores. It has been more sinned against than sinning; which demands instant and complete explanation.

There are certain generalities which apply to all forms of advertising. There are certain styles of layout and copy which have been found to be more desirable as result producers. But there is no rule of thumb which can be applied to cover all conditions and kinds of advertising. And because a great many department store operators are trying to make such a rule for radio advertising my blood begins to simmer and rise toward the boiling point.

As often happens during the course of a week, department store executives in New York for a day or two, stop in to see me to discuss broadcast advertising. In nearly every case, after the amenities, the first question they ask is the same: "What is the best program for a department store?" I answer this question by asking another: "What kind of copy and art work is best in newspapers or direct mail?"

The answer is almost invariably, "Why it depends on the merchandise, the class and price appeal and the display ability of the article offered for sale."

"Well," I answer, "The same holds true for radio advertising. Don't generalize about it. Find out first what you want it to do for you—build prestige, sell goods, interest a particular group of people, exploit a new market or attract women, children, girls, boys or men. Get yourself a good, healthy objective or a set of objectives and then sit down with a radio man and discuss them. Don't talk in terms of showmanship, of putting on a bigger and better presentation than your competitor. You are out to sell goods by radio just as much as you are out to sell goods by newspaper advertising. I think if you will attack your problem from this or a similar angle you will find an answer to your question."

Once I have got this off my chest I always hand my visitor a copy of an article which appeared in the Feb. 1 issue of BROADCASTING magazine. It was written by a department store advertising manager, Miss Margaret Fitzgerald of O'Connor Moffat & Company of San Francisco. I wish there were

(*Continued on page 22*)

Trade Commission Starts Probe With Letters to all Stations

Loucks Advises Cooperation With Special Board; Chairman Explains Purpose of Inquiry

FOLLOWING through with its plan to survey radio advertising continuities as part of its function of checking the entire advertising field to eliminate false and fraudulent matter, the Federal Trade Commission's Special Board of Investigation on May 9 dispatched a letter to all stations, networks and transcription producers asking them to submit such continuities beginning June 1. A detailed article on this new study was published exclusively in the May 1 issue of BROADCASTING.

Signed by E. J. Adams, chairman of the Special Board, the letter stated that such continuities are to be submitted until further notice, once a week. A letter to member stations outlining the negotiations which led to the survey was sent several days later by Philip G. Loucks, managing director of the NAB. Mr. Loucks said it was the board's desire to approach its work in a spirit of friendly cooperation with the industry. He pointed out the Commission's jurisdiction extends only to false and misleading advertising and has nothing to do with the length or form of the advertising announcements.

Sykes to State Stand

TO INSURE against any conflict of authority as between the Trade Commission and the Radio Commission, Chairman Sykes of the latter body was preparing to make a formal statement regarding the advertising study. He had conferred with both Commissioner Ewin L. Davis, of the Trade Commission, and Mr. Loucks regarding the work.

Particular emphasis was placed by Mr. Loucks in his statement that the power of the Commission was "preventive" rather than "punitive." Reiterating what was stated in the original article in BROADCASTING, he said the survey is not a campaign against radio advertising and is in no way the result of agitation by groups unfriendly to broadcasting. The Commission, he declared, has simply decided to include radio in its routine investigation of all advertising in the future.

Mr. Adams' Letter

MR. ADAMS' letter informing the broadcasting industry of the procedure follows in full text:

The Federal Trade Commission has directed that our review of commercial announcements by radio broadcast be extended. This is in response to a general demand that the same rules for advertising be observed in radio continuities as those enforced by the Commission for the past five years in its routine investigation of periodical advertising.

It is anticipated that the radio industry will display the same cooperative spirit as the publishing industry, to the end that misleading and deceptive advertising be eliminated from interstate commerce.

Commencing June 1, 1934, and until further notice, you are requested to procure copies of all commercial continuities (other than network programs and electrical transcriptions) issued through your facilities, and forward these, with dates of broadcast and addresses of advertisers, to the Special Board of Investigation, Federal Trade Commission, Washington, D. C.

For convenience these may be mailed once a week, to be filed and reviewed by the board.

Government franks are enclosed for your use. Additional franks will be supplied as needed.

Your co-operation will be appreciated by the Commission.

Seek Voluntary Improvement

IN A STATEMENT issued to BROADCASTING, Mr. Adams said:

"Exaggeration in advertising grew over a long period of years until it reached the point where its value was seriously menaced by the loss of public confidence. It was at this point that the Federal Trade Commission about five years ago inaugurated its campaign to eliminate false and misleading advertising.

"Its activities were first directed against such advertising appearing in newspapers and magazines of national circulation. Wise business men, including most advertisers, publishers and advertising agents, have realized the value of honest advertising and have cooperated heartily with the Commission.

"Although a small minority have resisted these efforts, the Commission has proceeded quietly, and without disrupting business, has brought about a marked improvement in the advertising columns.

Calls Procedure Just

"THE COMMISSION is now about to enlarge the scope of this work to include advertising by radio. The response and support it has received from this industry indicates that much improvement in radio advertising may be expected.

"The authority for this action by the Commission is found in Section 5 of the Federal Trade Commission Act, which declares unfair methods of competition in commerce to be unlawful and empowers and directs the Federal Trade Commission to prevent them.

"The courts uniformly hold that false advertising is such an unfair method. The procedure of the Federal Trade Commission is unique, fair and efficient. It appeals to one's sense of justice."

Commission Has Moved

COMPLETING its sixth removal to new quarters since its creation in 1927, the Radio Commission, May 7, began functioning in its offices at the new Postoffice Department Building. Occupying offices on the sixth, seventh and eighth floors, but with substantially less space than it formerly had, the Commission effected the removal over the week end of May 4. The new location is at 12th and Pennsylvania Ave., and the building is a part of the new federal housing project in Washington.

Big Advertising Meetings

RADIO will be discussed and the broadcasters represented at the two big advertising meetings scheduled during the next few weeks. The seventeenth annual meeting of the American Association of Advertising Agencies will be held in the Mayflower Hotel, Washington, May 22 and 23. The thirtieth annual convention of the Advertising Federation of America has fixed June 17 and 20 for its meetings at the Hotel Pennsylvania, New York, one of the departmentals of which will be an NAB session.

Baer-Carnera Title Bout To Be Broadcast on NBC By Goodrich Rubber Co.

UNDER SPONSORSHIP of the B. F. Goodrich Rubber Co., Akron, the Max Baer-Primo Carnera world heavyweight championship fight will be broadcast June 14 over the combined coast-to-coast networks of NBC, as the climax of a new program over 51 NBC-WJZ stations, which began May 4. The account is handled by McCann-Erickson, Inc., New York.

The Goodrich series, preceding the fight broadcast from Madison Square Garden, New York, is being presented Mondays, Wednesdays and Fridays, 7:45-8 p. m., EDST, and features Baer, who is also a motion picture star. Titled "Taxi," the series of 15-minute dramatic broadcasts comes from Baer's training camp and presents the heavyweight contender in the role of a taxi driver with pugilistic aspirations. The program will reach its climax in the hero's actual fight with Carnera for the championship.

The round-by-round description will begin June 14 at 10 p. m., EDST, with Graham McNamee at the microphone. The Kraft Phenix program, usually on at that hour over the NBC-WEAF network, will stand aside for the fight broadcast.

Net Revenues Continue Well Above 1933 Level

CONTINUING to maintain a higher level during April than most of the months of the preceding two years, combined revenues of the major networks in April amounted to $3,739,719 as compared with $3,998,304 in March, $3,585,120 in February, and $3,793,075 in January. The April total also compares with $2,465,664 in April, 1933.

CBS finished April this year 77 per cent ahead of the same month last year, increasing some $600,000 to a gross of $1,371,601. It is the largest April gross in the network's history.

NBC was 40.1 per cent ahead of April, 1933, its networks showing total sales of $2,368,118 for the month. The April report shows CBS 10 per cent below March of this year and NBC 4 per cent below March.

GENERAL MILLS, Minneapolis, through Blackett-Sample-Hummert, Chicago, has reserved the Saturday, May 19, 8-9 p. m., EDST, period on 71 CBS stations for a special show, unannounced.

Radio Advertising For March is 11.8% Above February's

Non-Network Revenues Lead With Gain of 28.2%

RISING 28.2 per cent over the preceding month, non-network broadcast advertising during March amounted to $2,953,530 for all stations. National network volume rose 11.5 per cent above February to a March total of $4,000,698. Regional networks gained 21.1 per cent to a total of $66,516.

For broadcast advertising as a whole, March showed gross time sales of $7,020,744, a gain of 11.8 per cent over February, and "presented the most encouraging picture exhibited by the industry since the peak period of 1931-32."

The foregoing data is a brief summary of the monthly statistical survey of broadcast advertising for March, as compiled for the NAB by Dr. Herman Hettinger, University of Pennsylvania economist. Dr. Hettinger shows that other media showed a comparable rise for March. Against radio's gross of $7,020,744, the report shows $41,011,500 for newspapers, $10,955,396 for national magazines and $496,892 for national farm papers.

Northeast Leads Gain

STATIONS of more than 5 kw. power experienced important gains in non-network volume, the report points out, and so did stations in the 100-watt class. Marked increases in business occurred in the New England-Middle Atlantic area, though all sections of the country showed gains as compared with the preceding month. Live talent volume rose appreciably, national spot business of this type increasing 48 per cent. Transcription and spot announcement volume also rose materially.

Practically all industry groups using radio advertising, states the report, showed important increases. Clothing advertising rose 43.1 per cent over February, due chiefly to local sponsorship. Marked gains were recorded in national network and national spot food advertising. Drug and pharmaceutical products increased, household equipment doubled and soap, kitchen supplies and financially advertising showed considerable gains as did the paint and wallpaper industry.

National spot advertising increased approximately 40 per cent over February, reaching a new high point. Local advertising rose about 18 per cent, also attaining a seasonal peak.

Station Revenue

BY TYPES of rendition, the non-network revenues of individual stations during March were as follows:

Type of Rendition	Gross for March National Spot	Local
Electrical transcriptions	$568,260	118,857
Live talent programs	657,864	731,734
Records	11,511	37,466
Spot announcements	272,208	556,630
Total	$1,509,643	1,443,887

WNOX, Knoxville, Tenn., rejoins the CBS network June 10. Manager is J. Dudley Saumenig.

Can Press Stop Progress by 'Air Brakes'?

By VOLNEY D. HURD*
Assistant Executive Editor, "Christian Science Monitor"

Editor Reminds Publishers They Overlooked Opportunity; Radio Seen Remolding, Not Supplanting, Newspapers

Mr. Hurd

JUST as railroads, pioneers in mass transportation business, at first scorned bus and airplane travel, American newspapers, smug and complacent, with a few exceptions overlooked radio. Now some of them are crying wolf—but it is a futile cry. The author, former president of the Radio Editors Association, sees the press ignoring its real mission and hopelessly trying to stop the march of progress. Newspapers cannot hold radio down, so they must adjust themselves to it, he says, pointing out also in graphic terms the inevitable effects that television will have on producing a newspaper.

TELEPHONES are jangling in nearly every radio station in the United States as hundreds of listeners ask, "What's happened to the news broadcasts — and why?"

An agreement is the "why," but it appears to have the potential weaknesses of a Versailles settlement. It is indeed a peace treaty theoretically ending a war which has been waged for more than eight years by the press and radio, but a war little known to the public.

When radio was a kitchen table workshop product, the newspapers fostered it because it had become a hobby which swept the country, and was therefore a good circulation getter.

Press Held Aloof

RADIO sets to be useful needed radio stations. Radio concerns operated most of the first stations to further the sales of sets and parts. When enough sets were in use to form a fair listening public, department stores took radio up as a means of institutional advertising.

The newspapers hardly noticed the first firms to go on the air. But soon more and more were spending a fair chunk of their advertising appropriations for radio. In the meantime, radio editors and other interested people tried to point out to newspaper owners that they ought to get into broadcasting. Even the Federal Radio Commissioners expressed themselves in favor of newspapers owning stations since they were trained in catering to the public.

A few papers did get into radio but the press as a whole started to fight this new intruder into the sacred circle of advertising profits. They said, "We are the Press! Why should we go into radio?"

In that statement is the key to the situation. Note that word "Press." What intelligent business would so mesmerize itself that it restricted its vision—its very objective—to the limitations of its principal tool? The "Press" is the worthy and glamorous symbol of a great profession but journalism should not become the slave of its own symbol. Let us amplify this.

Reaching Greatest Number

NEWSPAPERS were originally organized for a purpose which might be defined as "reaching the greatest number of people with the news in the least space of time." The printing press was the most convenient means to this end. So it was adopted. The fascinating whirling cylinders in the basement became the producers of golden dollars clinking in the till. Fortunes were made in the newspaper business, thanks to those presses. Gradually the industry's eyes centered on its machines. It called itself "The Press." The tool became the nameplate of the business. When it did, it signified a mesmerism bound to end in trouble for "the Press."

Forgotten was the basic idea of the newspaper. It was branded with the mark of its machine. The proof is apparent. Radio came along. It grew great. And did it not fit perfectly the formula of "reaching the greatest number of people with the news in the least space of time?"

Weeklies Took Gaff

IF THIS original purpose had been kept clear in the thoughts of the newspaper owners, when radio did come they would have seen its possibilities. They would have embraced it. An adjustment between their daily publication and their radiocasting would have been satisfactorily worked out. Advertising money lost to the paper would have been corralled by the station.

The newspapers, too, forgot that they were once interlopers also, that the first newspapers were weekly affairs and that when the high-speed presses made daily papers possible the weeklies howled at these intruders into the sacred field of news. The dailies stayed. The weeklies became something different, with better printing, colors and high-class advertising. Each medium found a field of its own, a profit-making field and no competition.

But all this was forgotten by "the press." A motto of self-satisfaction blocked the way for the newspapers to carry out with the latest tools their logical purpose. "We are the press. Why should we go into radio!" Finality and a falling inflection here, not a question mark.

Meantime, having started to carry radio programs in the early days, the newspapers found themselves hard put to drop them when radio competed in the advertising field. The public demanded them. But newspaper managements chafed at literally advertising radio stations which, so they felt, were in turn taking advertising away from them.

Public Liked Radio News

IN THE MEANTIME, many papers were using radio for institutional advertising, thus admitting its power but unable to bring themselves to buy radio stations. The radio public liked news. Stations could make an exchange with the newspapers and get a good feature at little or no cost. The newspapers got their names before a public which, however, knew most of them. Thus little circulation increase was reported although prestige was increased.

Finally so much news was put on the air that the managing editor, arriving home to tell a wide-eyed wife all that was happening in the world that day, found that she not only knew all he had to tell but could tell him things that had happened since he had left his office. Of course, this was an impossible situation!

When commercial programs, with their Lowell Thomases, Boake Carters, Edwin C. Hills, and Kaltenborns, began to play up the news, additional straws were laid on the news camel's back. Further straws were the protests from hundreds of small papers who, paying for a 500-word daily news service, found their territory swamped with air news from big centers giving 2,500 words of news. They were not to be blamed. Times were hard. This competition by stations getting and giving free news which the little paper was paying for out of its hard-pressed cash box and trying to sell was too much. Retaliatory action was considered.

The Last Straw

RADIO stations with their government-granted monopolies due to the inherently limited number of wavelengths, for which they paid nothing, were in a vulnerable position

(*Continued on page 20*)

* From an article in the weekly magazine section of the "Christian Science Monitor."

NEED THESE CONFLICT?—No, says the author of the accompanying article in his penetrating analysis of the real relationship of the press and radio and his prediction of the newspaper of the future. This drawing is published by courtesy of the Christian Science Monitor.

Transradio Service Gets Havas Reports

Claims Full News Coverage, Serving Yankee Net, et al

CLAIMING victory for independent radio stations opposing the recent press-radio "program," Herbert Moore, president of Transradio Press Service, 342 Madison Ave., New York, declares that "the fact that the so-called press-radio program has been repeatedly modified is proof of the failure of their attempt to set aside the inalienable right of free utterance to restrain legitimate business."

Transradio, which was to have merged with the remnants of the cooperative Radio News Association taken over by Stanley Hubbard, KSTP, but failed to do so when Mr. Moore decided to go ahead independently, on April 30 inaugurated a 24-hour leased wire printer service from its New York offices. One of the three or four radio news-gathering organizations started since the Press-Radio Bureau was formed by the networks and the press associations, it now includes among its clients the Yankee Network and the Michigan Network as well as various independent stations.

No Sponsorship Restrictions

ITS NEWS is being gathered independently, according to Mr. Moore, and no restrictions are placed on stations subscribing to it. KFPY, Spokane, is carrying the news reports under the sponsorship of Alka-Seltzer, Mr. Moore stated. News coverage is furnished by special correspondents in key cities, and Transradio is also buying the world-wide news service of the Havas Agency, semi-official French news service, for foreign coverage.

Meanwhile, Mr. Hubbard reported that the Radio News Association has affiliated with the Continental Radio News Service, Washington, and is continuing service with an expanding clientele. Guy Earl, Jr., operator of KNX (Hollywood, one of the founders of Radio News Association, is reported to have affiliated with Transradio.

Yankee Net's Trouble

YANKEE Network News Service, covering New England and organized by John Shepard III, was meeting determined opposition on the part of the Massachusetts State House Press Association for equal rights with newspaper correspondents, including space in the press room. The outcome was not definitely settled at the time of this writing, but Dick Grant, editor, has gone on the air for public support with the result that members of the state legislature have been deluged with protests. The case was to be carried to the Joint Rules Committee.

Both Transradio and Yankee Network News Service claimed news beats over the Press-Radio Bureau during the last fortnight, including the reports of the death of former Secretary of the Treasury Woodin and the Kentucky Derby stable fire.

AUTHORITY to move WEED from Greenville, N. C., to Rocky Mount, N. C., was granted by the Radio Commission May 4.

Notables at WLW Dedication

Roosevelt Presses Gold Key Opening World's Most Powerful Station; Brown and Sarnoff are Speakers

SPEAKERS' TABLE—A group at the head table during the WLW dedication. Left to right, are Thad Brown, vice chairman, Radio Commission; Lewis M. Crosley, vice president, Crosley Radio Corp; Gov. George White, of Ohio; Powel Crosley, Jr., president, Crosley Radio Corp., and Commissioner Harold A. Lafount. Inset picture shows Powel Crosley formally opening the new transmitter.

IN A CEREMONY in which President Roosevelt and others prominent in the nation's public life and in the radio realm participated WLW's new 500 kw. transmitter was formally dedicated May 2. By remote control from Washington, the President pressed a gold telegraph key which placed the superpower station in operation and began a six-hour dedicatory program.

Present at the ceremony in Cincinnati were many notables, including Vice Chairman Thad H. Brown and Commissioner Harold A. Lafount, of the Radio Commission. NBC broadcast over its WJZ network, with which WLW is affiliated, a half-hour congratulatory program, during which David Sarnoff, RCA president, delivered a brief address.

President Sends Message

THE STATION was flooded with congratulatory messages from notables in this country and abroad. A message from President Roosevelt to Powel Crosley, Jr., president of the Crosley Radio Corp., said:

"I have just pressed the key to formally open Station WLW. It has been a pleasure to do this. And may I take this opportunity to congratulate you and your staff upon the inauguration of this new radio service. I feel certain that WLW will give the people of our country and those of our neighbor nations a service managed and conducted for the greater good of us all."

Among others who sent messages were Guglielmo Marconi, wireless inventor; Senator Dill, radio leader; Dr. Albert Einstein, the eminent scientist; Richard C. Patterson, NBC executive vice president, and Dr. C. B. Jolliffe, chief engineer of the Radio Commission.

Addresses were delivered by Col. Brown and Commissioner Lafount, Mayor Russell Wilson, of Cincinnati; E. A. Nicholas, executive vice president of RCA-Victor; W. G. P. Baker, RCA-Victor vice president; John L. Clark, WLW general manager; Joseph A. Chambers, WLW technical director, and numerous others.

With 500 kw., the station is 10 times as powerful as the largest of the regularly licensed stations in this country. It is now authorized experimentally by the Commission with this super-power until Aug. 1, at which time it is expected that it will seek authority to use this power regularly. This would necessitate a revision of existing regulations, which limit broadcasting power to 50 kw. Contract for building of the new plant, which cost about $500,000 was handled by the RCA-Victor Co.

"Greatest Good" Is Aim

IN HIS OPENING address Mr. Crosley voiced his warm appreciation of the work and cooperation of all those who had a part in making possible the construction of the station. He declared it was to be operated with the thought of bringing the greatest good to the greatest number of people.

"It has been our ambition," he said, "to increase WLW's power from time to time as rapidly as technical obstacles could be overcome in order to bring the voice of this station to those in remote parts of the country who might experience difficulty in getting good reception because of interference of static and other atmospheric disturbances.

"With each increase in power a large number of people have come to rely upon WLW for the things that only radio can bring into their homes. With this greater and greater audience has come greater and greater responsibilities. The programs of this station must be built to please the greatest number of people possible. It must be regarded as a public service and always operated as such. We feel fully this responsibility to our listeners and I pledge again that we shall continue the operation of WLW for the good of the listening public."

Chambers Commended

MR. CROSLEY paid high tribute to Mr. Chambers for his work in supervising, design, construction and installation of the giant transmitter. Likewise, he expressed his apppreciation of the work of Mr. Clark, who is responsible for the creation and production of WLW's broadcast.

With the outlay of about a half million dollars for the new transmitter, it was estimated that the entire Crosley broadcasting plant now represents an investment for mechanical equipment alone of more than $1,250,000. The increase in WLW's power, according to technical measurements made by its engineers, raises the station's signal strength some 325 per cent and is said to broaden its service area approximately 1,000 per cent above its 50 kw. transmitter.

WESG Won't Appeal, Four Get Full Time

FOUR CLEAR channel stations which formerly divided time on April 8 went to full time operation May 8 under experimental authorization of the Radio Commission. Stations WTIC, Hartford, and KRLD, Dallas, now operate full time on the 1040 kc. channel, while WBAL, Baltimore, operates simultaneously on the 1060 kc. channel with KTHS, Hot Springs, Ark., except for a few hours during the evening when WBAL synchronizes with WJZ.

Formerly KRLD and KTHS divided time on the 1040 kc. channel, and WTIC and WBAL divided the 1060 kc. channel. The threatened appeal of WESG, Elmira, N. Y., licensed to Cornell University, which was to be shifted from its daytime assignment on 1040 kc. to 680 kc., failed to materialize when an agreement was reached May 7 whereby WESG was temporarily assigned to 1090 kc. This is the clear channel of KMOX, St. Louis, which did not object, and the arrangement thus gives WESG practically the same amount of time it has had heretofore.

Roosevelt on the Air

THREE more Roosevelt and White House broadcasts are in prospect this month. Reports were current that the President would shortly go on the air again for another of his "fireside chats" with the country. On May 20 he is scheduled to address the special joint session of Congress commemorating the 100th anniversary of the death of Lafayette, using combined NBC and CBS networks. On May 17 the White House will be the scene of the first broadcast of a White House musicale direct from the reception room over an NBC-WJZ hookup.

KRGV, Harlingen, Tex., has been authorized by the Radio Commission to move its transmitter and studio to Weslaco, Tex.

How to Merchandise Your Program

Secret of Effective Advertising is Proper Coordination; Numerous Ideas Suggested to Obtain Publicity

By HARRY SPARKS
V. P., Sparks-Withington Co., Jackson, Mich.

ONE OF THE OLDEST radio advertisers, and one who is intimately concerned in the industry's success, this manufacturer of radio receivers has found that proper merchandising brings the sponsor double value for his broadcast dollar. Sparks-Withington has used both major networks and has also engaged in an extensive spot campaign. The key to Mr. Sparks' story is found in his own suggestion: "Every means at your disposal should be used to publicize your radio program."

MERCHANDISING radio advertising to get double value for broadcast dollars has definitely proved itself, in our experience, to be a highly effective weapon in the battle for increased distribution.

The first step in broadcast merchandising is to make your salesmen, distributors and dealers full partners in the sales drive you are about to put on. Salesmen should be notified in a general meeting, and told about your plans.

The "What" and "Why"

TO SHOW dealers a complete picture of the plans, a broadside should be prepared—with plenty of sales punch. It should point out the "what" and "why" of your program. It should do a thorough selling job. It should show the station line-up for each broadcast. Photographs of the entire radio cast should be included with brief descriptions of their talents and accomplishments. It should show the supporting program which you plan—the posters, newspaper, trade and national magazines which will carry the broadcast announcement, and any other features of your campaign which will add to the dealer's interest in your program.

All this should be supplemented by the personal calls of your representatives.

Every means at your disposal should be used to publicize your radio program. Your trade paper advertising should carry an invitation to listen in to your broadcast. Special notices should request all employes to listen-in and send you their written comments.

Stickers on Letters

AN IDEA which has been used successfully is to attach correspondence stickers to all letters and invoices announcing that your program is on the air at a certain time. Perhaps a dealer contest can be worked out, with appropriate prizes, to make sure that dealers listen to every broadcast and coordinate their sales efforts with your advertising. For example, the contest rules could require dealers to report the number of times that your brand name is mentioned during your broadcasts and to write 500 words on the particular announcement that they liked best, telling how they used the idea to increase sales.

Throughout your radio campaign, salesmen should be kept informed about news and progress through the weekly sales letter.

With the sales and dealer organization all set to go, announcements of your programs should be carried directly to the public you wish to reach. Here are some of the methods you may choose:

You can insert paid advertisements in newspapers in station cities. Numerous publicity releases to newspapers will serve to add impetus to the campaign. All advertising in national, business, industrial or trade magazines should do their share to concentrate attention on your program. You can localize posters, counter and window display cards by showing the call letters of the local chain station. It is a good plan to tell stockholders about your radio program and invite them to listen-in. One manufacturer has used paid advertising on the theatre page in the style used to announce legitimate drama. This would depend, however, upon the type of program which you offer. Another sponsor has published a radio fan newspaper to keep the public posted on the human or news side of his broadcasts. This paper has enjoyed a successful "request" circulation, it is reported.

Spot Campaign

AS A MEANS of checking the results of the Sparton broadcasts, we have offered a free copy of "Matilda's Proven Recipes" to any listener who writes to his local station for it.

To increase the effectiveness of the weekly national chain hookup of the Sparton broadcasts, we have inaugurated a tie-in campaign of 100-word spot announcements, to be made by individual stations, featuring local dealers. We believe that the advantages of this supplementary spot campaign are many. (1) The distributors and dealers contribute to the expense of the spot announcements which feature their names. Thus, they are certain to have a definite interest in forwarding the success of our entire radio program. (2) This enables Sparton to be on the air a great many more times and before selected communities, while keeping within our advertising budget. (3) Two men were sent on the road to get distributor and dealer reaction to our broadcasts, and to show them the advantages of a definite tie-in by the use of the spot announcement on a local station. Thus, we were brought in intimate contact with actual conditions in important sections of the country and showed the dealers that we were interested in their particular sales problems. (4) Although the regular chain broadcasts are not mentioned in the spot announcements, the messages are coordinated with a definite objective in view, so that I believe our radio campaign rapidly increases in momentum each time Sparton is on the air.

MR. SPARKS

Key to Success

I have touched on but a few of the many ways open to the advertiser who seeks to merchandise his radio broadcasts. Countless other methods will be used as broadcast merchandising develops from its present youthful stage. The success with which a radio campaign is publicized does not depend primarily upon a large appropriation for this purpose. But it is principally a matter of making effective use of sales force, dealer organization, employes and the advertising media which you already employ.

Broadcast merchandising is the follow-through needed to make the radio campaign a successful and profitable venture. The best customer is not the chance customer, but the one who asks for your product. The best radio audience is the one that tunes for your broadcasts. The answer is obvious —merchandise your broadcasting!

STANDARD OIL of Louisiana has signed the "Lasses White All-Star Minstrel Show" on WSM, Nashville, which has featured it the last two years, and the initial sponsored performance was witnessed by several hundred officials of the company May 9 following a banquet.

Walter Biddick Named Pacific Coast Manager For Free & Sleininger

APPOINTMENT of Walter Biddick, radio station representative on the Pacific coast, as head of the newly established west coast offices of Free & Sleininger, Inc., national station representatives, was announced by James L. Free, president of the organization, on May 3. With the addition of the Pacific coast territory, the announcement said, Free & Sleininger will have a nation-wide service, with offices in New York, Chicago, Denver, Los Angeles, San Francisco and Seattle.

Mr. Biddick has been actively engaged in radio advertising on the west coast for the last 12 years. In his new capacity he will supervise the four western offices of Free & Sleininger. District managers working directly under him are L. A. Tripp, Los Angeles; T. S. Soth, San Francisco; H. E. Pearce, Seattle, and G. T. Ripley, Denver. The addition of these four offices increases the national sales personnel of the organization to 14 men, divided among the six district offices.

Free & Sleininger was organized in Chicago two years ago to act as direct representative in the middle-western territory for a group of non-competing stations. Activities were expanded Jan. 1, 1934, to include the eastern territory, when H. Preston Peters, a partner in the firm, established offices in New York. Stations represented by the firm are WGR-WKBW, WHK, WAIU, WOC - WHO, CKLW, WDAY, WHB, KFAB, WAVE, KOIL, WMBD and WCAE.

Meighan Joins Getchell

HOWARD S. MEIGHAN, until recently vice president of Scott Howe Bowen, Inc., has joined J. Stirling Getchell, Inc., New York advertising agency, as an executive of its radio department. He was with the Bowen organization for three years, and prior to that was in the radio department of the J. Walter Thompson Co. Simultaneously, the Getchell organization announced that W. R. Huber, for 15 years an executive of General Motors Corp., had joined the agency and would be located in its Detroit office. Chrysler and Plymouth, the Getchell accounts which have used radio most, are not now active, though a one-time broadcast for the former car was sponsored early this month, presenting the company male choir on CBS. The agency has the Soconyland Sketches, for the Standard Oil Co. of New York.

Studebaker Returns

NEWEST of the automotive accounts to go on the radio is Studebaker Sales Corp., South Bend, Ind., which on May 12 brought Richard Himber's "Studebaker Champions" on 38 CBS stations, Saturdays, 9:30-10 p. m., EDST, with repeat for west at 11-11:30 p. m., EDST. Schedule calls for 13 broadcasts, and shifts to same time on Tuesdays beginning June 5. Roche, Williams & Cunnyngham, Chicago, handles the account.

Listener Reactions To Radio Offers, Programs Sought

Networks Conducting Surveys To Answer Questions

TWO SURVEYS being conducted by NBC and CBS are designed to throw more light on listeners' reactions to particular programs and to explain their reactions to offers made on the air. NBC is distributing questionnaires to those who attend performances in their studios, and CBS is appealing by mail and on the air for answers to what they find is a puzzling phenomenon: "Why do listeners, six months after a radio series has finished, and sometimes more than six months after a free offer is made, still send in their empty cartons and ask for the premium offered?"

Mail Lingers On

THE AUDIENCE mail department of CBS separates mail relating to programs that have expired from that concerned with current features, and it has been found that some programs drew almost as much mail after they ceased as they did while being broadcast. This was found to be particularly true of programs on which offers had been made. More noteworthy, however, was the fact that in some cases the offer had not been continuous, but had been made on only one broadcast. In these cases it seemed remarkable that listeners should remember a one-time offer six months later, and try to cash in on it.

To solve the problem, letters have been sent to many of the listeners making such requests, and in addition, a recent "message from the executive offices of CBS" (one of a weekly broadcast series of such institutional talks), dealt with this subject, and asked listeners to write their explanations to the network.

"Write Your Own Ticket"

BELIEVING that pointed answers to specific questions have more value than the miscellaneous information given by listeners in their usual fan letters, NBC is distributing to each studio visitor, along with a promotional booklet about Radio City, questionnaires in which listeners are asked to "write their own ticket" on programs.

Recent agitation regarding the time children's programs are broadcast has its reflection in one of the questions asked: "On weekdays, when is the best time for us to broadcast a program for your children—7:30 to 8:30 a. m.; 3 to 6 p. m.; 6 to 8 p. m.?" The period between 7 and 8 a. m. also receives special attention, visitors being asked to state whether they listen between those hours, and if so, whether they prefer music, religion, talks, physical exercises or children's programs.

The hours from 7 to 10 p. m. are marked off in 15-minute periods, and the person filling in the questionnaire is requested to specify for the full three hours what type of entertainment he would prefer, from a given list. Thus, as "comedy skits" are number 31 in the list, an "Amos 'n' Andy" fan would put "31" in the 7 o'clock square, and might follow it with No. 7 (news items) at 7:15, and so on through the evening. In addition, the listener is asked to state what day of the week he would most like to have his ideal evening's entertainment broadcast, and he is also given an opportunity to state what types of programs he does not want to hear at all.

Who Pays for Radio?

DATA are sought on summer listening habits—whether they are regular or occasional, and if the visitor does not listen during summer, his reason.

Under the caption, "Who Pays for Radio Programs?" in the promotional booklet with which the questionnaires are distributed, NBC has the following to say:

> The American system of broadcasting differs from that of most foreign countries. Abroad, in the majority of cases, radio is controlled by the government, while in the United States it is a private enterprise.
>
> In stating the difference between the two systems, it is usually emphasized that in this country, broadcasting is supported by advertisers, whereas in other nations, it is supported by taxes levied against the owners of receiving sets.
>
> This is, of course, true, but it is not the chief difference, from the point of view of the listener. It is the listener who pays for radio in this country also; pays with one of his most valuable possessions—his time. The shillings, marks or francs which foreign listeners spend for licenses are of trivial worth compared to the time spent in listening.
>
> And in this lies the vital difference. The listener abroad, spending both his time and his money, has no direct control over broadcasting; the listener in the United States, through his time alone, has absolute control. American broadcasting is competitive. Rival networks, stations and advertisers all strive for the attention of the listener. If a program does not please a very large audience, it soon disappears from the air. Thus, the American listener controls as well as pays for his broadcasting service.
>
> Unfortunately, there is a considerable portion of the radio electorate which does not exercise its franchise; does not make known its preferences. Therefore, you can, if you will, help us and yourself by stating quite freely your likes and dislikes, answering the few questions on the center pages of this booklet.
>
> It is our desire to give you an opportunity to state frankly what you think, so that we may receive the benefit of your suggestions in our program building activities.

POOCH GETS HIS—A one-time test over KFWB, Hollywood, offering free lunches to dogs during "Be Kind to Animals Week," proved to the satisfaction of J. Walter Thompson Co., and its client, Balto dog food, the pulling power of radio—even though dogs don't listen! Thousands brought their dogs, got all the Balto they could eat and heard lectures on the care of canines.

DOGS don't listen to radio. But their masters and mistresses do.

Los Angeles office of J. Walter Thompson Co. spotted a single test program for 15 minutes on KFWB, Hollywood, to make an announcement for Balto, dog food manufactured at Wilmington, Cal., by the Coast Fishing Company.

A free offer invited all dogs to come to a vacant store on Hollywood Boulevard where H. M. Robertson, dog expert, would greet the canine pets and give them free meals during all of Kindness to Animals Week.

And did they come. Crowds, with their pets, included everybody from film stars and Peter the Hermit to film extras and the neighborhood children. The waiting line stretched for a block in length. There was no limit to the number of free meals, and a pooch could get three squares a day, seven days in the week.

Separate bins and bowls were provided. A total of several thousand free handouts for the dogs was recorded from the single radio announcement.

As an added incentive, besides a free feed for the dogs, the announcement also offered a special seven-day Hollywood diet for dogs. The diet list was multigraphed and 10,000 copies were given away.

The balanced seven-day diet for dogs includes a dozen different ingredients including cloves of garlic, charcoal ovals, bran and shredded wheat crumbled.

Listener Opinion Asked On Program Preference

STANDARD OIL Co. of California, with weekly program on NBC stations of the west coast, late in April started asking listeners if they deisred the Standard symphonies to continue or, if not, what type of program they prefer. During the last seven years the sponsor has often asked fans to send in requests for particular numbers, but this is the first time a direct appeal for fan mail has been made. It will continue throughout May.

The Standard series originally alternated between the Los Angeles Philharmonic and the San Francisco Symphony orchestras. Last season, however, the symphonies in Portland and Seattle were included for several concert programs.

U.S. Chamber Raps Copeland Measure

Opposes Federal Censorship Of Advertising at Meeting

LATEST of the protests against drastic legislation restricting the sale and advertising of foods and drugs, as proposed in the pending, but apparently doomed Copeland bill (S. 2800), is that of the United States Chamber of Commerce, which at its 22nd annual meeting in Washington, May 4, adopted a resolution emphasizing that "any attempt by government authority to impose censorship in any form upon advertising would be an inexcusable intrusion into private business affairs."

This resolution, one of 23 adopted at the closing session, was based on a report of the domestic distribution committee of the chamber, which decried passage of any legislation which would restrict advertising and business by legislative fiat. A resolution along the same general lines was adopted last month at the annual convention of the American Newspaper Publishers Association.

House Obstacle Seen

INQUIRIES among Congressional leaders yielded the general view that even should the pending Copeland-Tugwell bill win Senate approval, it will not be jammed through the House prior to adjournment, now scheduled for about June 1, since no hearings have been held.

The chamber resolution follows in full text:

> There was before this meeting a report of a committee of the chamber respecting changes which have been proposed in the Federal Food and Drugs Act. In the recommendation contained in this report we concur. We believe there should be legislation requiring the same truthfulness in advertising, with respect to foods, drugs and cosmetics, as in the labeling of articles to which federal labeling laws apply. At the same time, the value of proper advertising as an economical and efficient means of distribution should be maintained as in the public interest, and all attempts, legislative or administrative, to restrict it as a means for reaching and developing markets should be opposed. Any attempt by government authority to impose a censorship in any form upon advertising would be an inexcusable intrusion into private business affairs.
>
> #### Limitation on Authority
>
> DISCRETIONARY powers to impose conditions upon manufacture and distribution of articles coming within the scope of these laws should be granted to administrative authorities only to the extent clearly necessary for the effective enforcement of the laws. The provisions of such laws, as well as penalties for their violation, should bear a definite relationship to the protection needed in the public interest. Industry itself should be allowed to continue its progress in arriving at standards of quality for all articles, whether within or outside these laws, to which such standards can be properly applied.

SAN FRANCISCO office of NBC reports that western division fan mail during April reached a new high, exceeding the March, 1932, record by several thousand. Wanda Woodward, audience mail director, reported 107,091 letters.

Wage Raise Would Eliminate Small Stations, NRA is Told

Code Authority Replies to Rosenblatt "Suggestions"; Failure of Stations to File Rates Brings Action

THE FRANK, unvarnished statement that compliance with the NRA "suggestions" that the broadcasting industry adopt a substantially shorter work week and a 10 per cent blanket increase in wages would "oppress and eliminate" small broadcasting enterprises and "promote monopolies" in broadcasting was made by the Code Authority of the broadcasting industry in a formal reply to NRA May 7.

Agreed to at the Code Authority meetings in Washington May 2, 3 and 4, the statement was made in a letter drafted by the code board and addressed to Gen. Hugh S. Johnson, NRA administrator. It was recommended that no action be taken within a year from the effective date of the code to change or alter any of the provisions affecting hours and wages.

Present Employment High

THE LETTER, the tenor of which had been predicted because of the opposition the NRA proposal had aroused, stated that "any reduction" in hours of labor or "any increase" in wages would wreak hardship on stations. It pointed out that the broadcasting industry today employs a greater number of persons than at any other time in its history.

The NRA letter to the Code Authority, signed by Deputy Administrator William P. Farnsworth but written at the instance of Division Administrator Sol A. Rosenblatt, aroused an immediate revolt within the industry because it seemed in obvious conflict with the purposes and intent of the recovery drive and would have affected every element in the industry adversely — including advertisers, agencies and stations.

In view of the Code Authority's reply, together with an admission from Mr. Rosenblatt in a letter to BROADCASTING that the industry had cooperated admirably with NRA in every way, it is now believed that the drastic wage and labor suggestions will not be pushed vigorously by NRA and probably will be modified if invoked at all. It had been estimated that if the recommendations were adopted in toto, a 25 per cent increase in personnel and an annual payroll boost of nearly $3,000,000 would be entailed.

Stations to Be Cited

IN ITS FIRST definite step toward enforced compliance with code provisions, the Code Authority directed James W. Baldwin, executive officer, to cite to NRA all commercial stations which have failed to file their rate cards in conformity with the rate provisions. About a score of stations thus far have failed to respond, either to the Code Authority's request or to the sharp letter from Deputy Administrator Farnsworth notifying the recalcitrants that they would be proceeded against unless they complied with the request.

To clear up confusion that has developed with regard to rates for commercial play-by-play baseball broadcasts as well as sports resumes, the Code Authority adopted a resolution under which stations will be allowed to quote special rates for the play-by-play programs because of the variable time elements involved which could not be stipulated under general rates. Insofar as baseball resumes are concerned, the resolution specified that special rates will be accepted as proper for the current season but that in the future established rates, quoted on the filed rate cards, should be charged.

Starts Artists' Study

IT WAS pointed out that this lenient attitude was agreed to because commercial baseball and sports broadcasts are in more or less of an evolutionary state. Prior to this year it has been the general practice of most stations to broadcast such features as sustaining programs. Only this year has the general tendency toward sponsorship developed. Specifically, the resolution authorizes the executive officer of the Code Authority to accept all statements filed with him concerning rates for broadcasts of play-by-play accounts and for baseball resumes during the current season. Copies of the resolution will be sent all stations.

On May 3 the Code Authority devoted its attention to drafting a questionnaire on artists and performers in compliance with a code provision that a study be made to ascertain whether they should be included in the wage and labor provisions. Sitting with the board was Miss Emily Holt, recently appointed a government member by NRA for this specific study, representing the artists and performers. A tentative questionnaire was agreed upon and will be drafted promptly.

Finishes Technician Report

THE CODE Authority also completed the second portion of its report to NRA on radio technicians, on a survey made in compliance with a code provision ordering a determination of whether the 48-hour week for this class of employes works an undue hardship on them. This report will be submitted within the next fortnight.

Those attending the sessions were Mr. Baldwin; John Shepard, III, chairman; Isaac Z. Buckwalter, Alfred J. McCosker, John Elmer, Edward N. Nockels, M. R. Runyon and Frank M. Russell. Marion H. Hedges was present during discussions relating to broadcast technicians, which group he represents, and Mr. Farnsworth and Harry Shaw were present at government representatives.

Code Authority Reply to NRA

(Text of Letter to Administrator Johnson)

The Code Authority for the Radio Broadcasting Industry has given consideration to the proposal contained in the letters received from Mr. William P. Farnsworth, Deputy Administrator, dated March 21, 1934, and your letter dated March 28, 1934, concerning a reduction in the hours of labor and an increase in the wages paid employes in the Radio Broadcasting Industry, and submits the following report:

A recent survey concerning the technical employes within the Radio Broadcasting Industry discloses:

1. That the employment of broadcast technicians has increased 11.9 per cent.

2. That the weekly hours of labor for broadcast technicians have been reduced 9.8 per cent.

3. That the weekly payrolls for broadcast technicans have increased 21.1 per cent.

A copy of the report disclosing these facts is hereto attached and marked Exhibit A.

4. That the true effects of the labor and trade practice provisions contained in the Code of Fair Competition for the Radio Broadcasting Industry cannot be accurately determined within the period of approximately five months, during which our code has been effective.

5. Commercial programs which furnish the only revenue to sustain the operation of radio broadcasting stations fluctuate materially. It is a general practice of advertisers to curtail radio advertising during the so-called summer months, which in this case include the months of May to September, inclusive.

6. The radio broadcasting industry today employs a greater number of employes than have been employed at any other period within the life of the industry.

7. Although the Code Authority does not have specific data available, it is confident that the percentages referred to in No. 1, above, apply with equal force to all classes of employes within the industry.

8. Any reduction in the hours of labor, or any increase in the wages paid, in the opinion of the Code Authority, will oppress and eliminate small radio broadcasting enterprises and promote monopolies.

The Code Authority, therefore, recommends that no action be taken within a period of one year from the effective date of the code to change or alter any of the provisions affecting the hours of labor or wages of employes within the radio broadcasting industry.

Packard Broadcast Detroit Sensation

5,000 Attend Radio Concert, Thousands Turned Away

By JOHN HIRAM McKEE
Radio Manager
Cecil, Warwick & Cecil

Mr. McKee

ONE of the greatest radio merchandising feats ever staged took place in Detroit on May 7 when a broadcast-concert audience of 5,000 of Detroit's "best" turned out to witness and hear a program sponsored by the Packard Motor Car Company over NBC.

Invited guests included Packard prospects, Packard owners and friends of Packard. High officials of competing automotive outfits were also present.

2,000 Disappointed

THE ORIGINAL plans to stage the broadcast in Orchestra Hall were abandoned early in the arrangements for the broadcast because only 2,500 persons could be accommodated there. The broadcast was moved to Masonic Temple, which seats 5,000. The demand for tickets would have filled a hall seating 7,000 and because 2,000 had to be disappointed, Packard was forced to return to the air the following day to express regret at being unable to accommodate all who wished tickets.

The show was staged in the beautiful $8,000,000 temple with Dr. Walter Damrosch conducting the famous Detroit Symphony Orchestra. Dr. Ossip Gabrilowitsch, regular conductor of the orchestra, conducted a number as guest on the program. The Orpheus Male Chorus of 44 voices and John B. Kennedy, news commentator, made up the balance of the talent list.

The performance lasted two hours—the concert beginning at 8:30 and lasting until almost 9, followed by a short intermission, then the 45-minute broadcast, then more concert until 10:30.

After the concert all were invited to the large Packard showroom for supper and an inspection of the Packard line of cars. More than 500 attended.

Newspaper front pages, social columns and picture sections publicized the broadcast, Dr. Damrosch, Dr. Gabrilowitsch and John B. Kennedy during the week-end before the day of and the day after the broadcast.

Ford Renews Two Spots

THE FORD MOTOR Co. account, originally scheduled to be split between two networks but both periods of which were placed on CBS, on May 10 renewed its Thursday night spot and on Aug. 5 will renew its Sunday night spot for an indefinite period on 86 CBS stations. Program features Fred Waring's Pennsylvanians and guest star, and is heard both nights at 9.30-10 p. m., EDST. Agency is N. W. Ayer & Son, New York.

Summer Accounts Keeping Pace With Audience Increase

CBS Time Sales Are 125% Above Last Summer

By WILLIAM C. GITTINGER
CBS Sales Manager

Mr. Gittinger

AS EARLY as last February, our market research department pored over radio statistics and survey data to see what was ahead for the summer months of 1934. They found a radio audience augmented by over a million new radio homes since the year before. They disclosed a million automobiles equipped with radios to entertain summer drivers and picnickers. They learned (from the nationwide Ross-Federal survey of vacation habits) that 9 out of 10 radio owners throughout the summer would be listening to programs, at home or on vacation.

All these facts were given to advertisers—facts assuring that the 1934 summer listening audience would outnumber peak winter audiences of preceding years, that the 1934 summer radio-advertising dollar would go farther than ever before.

Sales Force Speaks

BY MAY 1 the sales department was ready to speak in its turn. We were in a position to announce that the findings of our research department had borne fruit in actual sales. The contracts on our books by May 1 for the use of Columbia facilities during June, July and August, 1934, represented more than double the corresponding dollar-total for 1933 signed up by May 1, last year. The exact figures represent an increase of 125.8 per cent for the summer of 1934 over the summer of 1933.

Already, members of major industries have signed for Columbia facilities for the coming summer to an extent far in excess of their total expenditures on CBS during the whole of the summer of 1933. Drug advertisers, for instance, according to present contracts, will spend at least 60 per cent more than last summer; tobacco advertisers have already contracted for 65 per cent more; food advertisers, 210 per cent more; and automotive advertisers, 257 per cent more. The most notable newcomer to the summer schedules is beer. While advertisers of 3.2 beer spent less than $10,000 on the Columbia network last summer, present contracts for the advertising of repeal beer amount to more than $100,000.

Audience Estimate Grows

MEANWHILE every week brings indications that our February estimate of the summer listening audience erred notably on the conservative side. Several days ago we wrote a number of radio manufacturers to ask their help in revising our guess of 200,000 automobile set installations during the first six months of this year. A score of replies already received make it evident that this estimate was a gross understatement. Likewise with home sets, both console and midget; manufacturers' sales in the past four months indicate that the February total of 18,000,000 radio homes will be generously exceeded by July 1.

While our statisticians have been occupied with finding how many radio sets will be in use this summer, our program directors have been planning an outstanding schedule of broadcasts for summer listeners. Polo, tennis, racing, swimming, regattas—each major sport will be flashed to listeners in the split seconds of its stirring action. The Philadelphia Orchestra concerts from Robin Hood Dell in Fairmount Park will be heard this year for the first time on a regular weekly schedule. Three eminent dramatic series, inaugurated this spring, "Conflict," "Peter the Great," and "Raffles," will continue to entertain regular audiences throughout the summer.

GENERAL FOODS on May 30 will shift its Saturday night broadcasts to and from the Byrd Antartic Expedition on the CBS network to Wednesdays, 9-9:30 p. m., EST.

Senator Dowling?

EDDIE DOWLING, politico-actor who at various times has injected himself into radio and who once was a candidate for the Radio Commission, has announced his candidacy for the Democratic nomination for the U. S. Senate, according to reports from Providence, R. I., in which state he maintains his voting residence. He will seek the seat held by Senator Hebert, Republican incumbent, and likely will be opposed in the Democratic primaries by former Senator Gerry. Dowling, who handled the radio and screen division of the Democratic Committee during the last Presidential election, several months ago was appointed a government member of the Code Authority for the broadcasting industry, but doubt still exists as to whether he resigned that post. He attended only one meeting.

New York Taxes CBS $500 Theatre License; Waives Admission Fee

A NEW and heavy toll on the income of radio stations in many cities throughout the country is in prospect, if New York City succeeds in its present attempt to tax New York stations for all radio studios which admit the public, as if they were theatres. The rate is $500 per auditorium.

CBS was the first broadcaster to be affected by the city's order, announced by Paul Moss, license commissioner. As operator of the Hudson Theatre, which was recently rebuilt and renamed the "Columbia Radio Playhouse," the network was ordered to pay the license fee, even though no charge is made for admission. The license department ruled that the question of paid admission was immaterial, Commissioner Moss being reported to have said that "an audience is an audience whether it pays or not" and that the place where an audience gathers falls in the classification of theatres.

Columbia paid the license fee for the playhouse, but has so far paid nothing for the occasional use of Carnegie Hall for program origination. Neither CBS nor NBC has applied for theatre licenses for regular studios, and so far as can be ascertained, Commissioner Moss has not yet assessed either of them. If and when such an assessment is made, both networks are expected to contest the tax in the courts.

WKOK Reorganized

FOLLOWING a reorganization, WKOK, Sunbury, Pa., is back on the air under new management and with new equipment. Affiliated with the *Sunbury Item*, the station is managed by John L. Baer. The staff includes Hal Seville, Glenn Williams, formerly of WHP, Harrisburg, and Paul Miller.

Byrd to Open Fair

FROM his lone shack in the Antarctic, Admiral Richard E. Byrd will share with President Roosevelt the honor of opening the World's Fair in Chicago, May 26. The ceremony will be broadcast over the CBS network from 10 to 10:30 p. m. EDST.

Stations Organize In Missouri Valley

Press-Radio Setup Rapped By Mutual Association

RADIO STATIONS of Nebraska and adjacent states have organized the Missouri Valley Broadcasters Association with the object of operating "for the mutual benefit of its members." Officers elected to serve until the first annual meeting are: Dietrich Dirks, KFAB, Lincoln, Neb.; John J. Gillin, Jr., WOW, Omaha; Art Thomas, WJAG, Norfolk, Neb.; Dick Dearmont, KFNF, Shenandoah, Ia., and Harry Johnson, KMMJ, Clay Center, Neb., directors. John Henry, of KOIL, Council Bluffs, Ia., was named chairman of a committee to prepare data on the territory and audience served by the member stations, and these statistics will be sent to advertisers.

At an organization meeting held recently in Lincoln, Neb., on the call of Mr. Dirks the following nine stations were represented: KFAB, KFNF, KFOR, KGBZ, KGKY, KMMJ, KOIL, WJAG and WOW. It was decided to admit any stations in Nebraska or the Missouri Valley if acceptable to the directors, with an initiation fee of $10 and monthly dues of one-twentieth of one per cent of net sales.

Constitution and by-laws are modeled after those of the NAB except as to officers, dues and a few other particulars.

A program exchange service, whereby members will report to the secretary (a) any programs which might prove of value to other stations, (b) any criticism which might prove beneficial to other stations, and (c) talent which is worn out at one station but might be useful to another, was inaugurated.

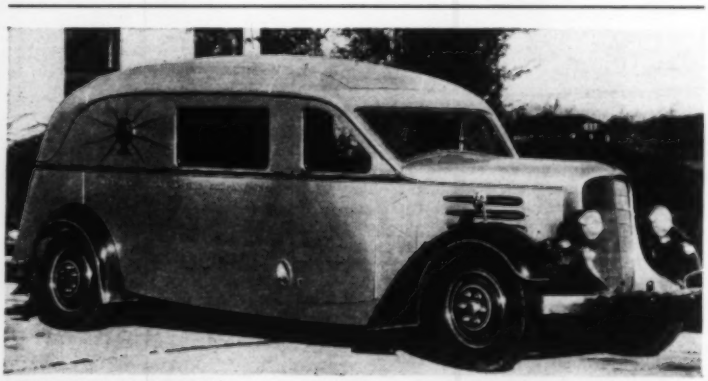
The president was authorized to write to the Code Authority of the broadcasting industry and members of Congress suggesting that wage schedules take into consideration the differences between sparsely settled and thickly settled areas.

The recent press-radio agreement on news broadcasts was characterized as "the chains sold us out to the newspapers," and predictions were freely made that radio stations will ultimately set up their own news service.

WSGN to Fight Court Ban on Ball Broadcasts

AN APPEAL from a ruling of a lower court, which restrained WSGN, Birmingham, from broadcasting a Southern Association baseball game by placing an announcer in a tree outside of the ball park and carrying the play-by-play account by remote control, will be sought, according to Steve A. Cisler, station manager.

On petition of the Birmingham Club, Judge McElroy, of the Jefferson Circuit Court, on May 5 issued a temporary restraining order against the station. The club held that the broadcasting of games in the city where played has been banned by the Southern Association. It also pointed out that the home field of the club is surrounded by a 12-foot fence and that the WSGN announcer was outside the enclosure. From his tree perch, he viewed the games with field glasses and described the play thusly.



STUDIO ON WHEELS—This is NBC's new combination portable transmitter and studio, specially built for short wave remotes. It carries a 150 w. transmitter and a 15 w. auxiliary, with its own power plant, amplifiers, etc., in the rear. The front section has seats for announcer and observer and a desk for microphone and typewriter. Over the announcer's seat is a trapdoor so he can stand with his head and shoulders above the top of the car.

Pettey Predicts Passage of FCC Measure

By HERBERT L. PETTEY
Secretary, Federal Radio Commission

Proposed Commission Faces Many Problems in Control; Advertising Credits May Fall Within Its Purview

IN THIS copyrighted article, condensed from a series written for the Des Moines Register & Tribune Syndicate, the author predicts the passage of pending legislation for the creation of a Federal Communications Commission, with control over radio, telegraph and telephone services. He speaks authoritatively, for, in addition to being secretary of the Radio Commission, he was secretary of the interdepartmental committee which recommended the legislation in the first instance. Since this article was written, there have been later developments which are covered elsewhere in this issue.

MORE THAN 18,000,000 radios tuned to programs from 600 broadcasting stations under the jurisdiction of the Federal Radio Commission.

Thirty thousand telegraph and cable offices—regulated by the Interstate Commerce Commission—handling hundreds of millions of written messages each year.

More than 16,000,000 telephones connected by 80,000,000 miles of lines supervised by the Interstate Commerce Commission and commissions of 45 states.

Such was the tremendous and unassembled picture of American communications that prompted President Roosevelt to recommend to Congress the creation of a single agency with authority over all communication services.

Television Is Included

INCLUDED in the large field of communications are not only the familiar telephone, telegraph and radio services and their many interlocking services, but also that developing newcomer—television—with all of its yet untold possibilities and potentialities.

Translating the President's message into terms of law, bills have been introduced in the Senate and House of Representatives by, respectively, the chairman of the Interstate Commerce Committee of the Senate, Senator Clarence C. Dill (D.), of Washington, and the chairman of the House of Representatives' Interstate and Foreign Commerce Committee, Rep. Sam Rayburn (D.), of Texas.

There is very little doubt that legislation creating the single communications authority will be adopted before the close of the current session of Congress. Whether or not that legislation will contain the controversial subjects included in both Senator Dill's and Rep. Rayburn's bills, or whether it will be more to the pattern of the amendment of Senator White (R.), of Maine—a member of Senator Dill's committee—is problematical.

White's Amendment

SENATOR WHITE'S amendment strikes out all after the enacting clause and inserts in lieu thereof only a few paragraphs which in effect merely "create a new agency to be known as the Federal Communications Commission, such agency to be vested with the authority now lying in the Federal Radio Commission, and with such authority over communication as now lies with the Interstate Commerce Commission.

"The new body should in addition be given full power to investigate and study the business of existing companies and make recommendations to the Congress for additional legislation at the next session." This quotation is taken verbatim from the President's message to Congress.

MR. PETTEY

Nevertheless, whatever form the adopted bill takes, we can be assured there will be communication legislation in this session of Congress unless something entirely unforeseen should occur.

Regardless of what form it finally assumes, that legislation will centralize in one body all control of commercial radio, radio broadcasting, telephone, telegraph and cable—with due regard to federal and interstate control without abrogation of states' rights.

In general use approximately 40 years, telephones have been under fairly restricted legislation either by state or federal control for approximately 20 years. During this time the control has managed to keep step with the growth primarily through state commissions. This situation also applies to telegraph and cable.

Interstate and federal telephone, telegraph and cable control has been under the communications section of the Interstate Commerce Commission, but has been a minor division of the commission.

It must be realized that at the time the Interstate Commerce Commission was created for transportation, the art of communication as it was then practiced was so closely allied with railroads and other media of transportation—due to identical and contiguous rights of ways existing at that time—that the only logical place for authority over communication seemed to be in conjunction with control and regulation of this major industry, transportation.

This control has been exercised in what has been described as a more or less haphazard manner.

Radio, the modern Topsy, has literally outgrown every ready-made suit that has been manufactured by the government in attemps to clothe it with legislation and regulation which insures its operation in the public interest.

To consider the problem of communication regulation and to advise the best solution of that problem, President Roosevelt last year appointed a committee on communications comprised of leaders in fields of radio, telegraph and cable.

Three Divisions Proposed

THE COMMITTEE'S recommendation, recognizing the general overlapping and interlocking of radio and the other methods of communication, carried to the President the suggestion of one authorized communications agency, which was embodied in his message to Congress and, in turn, in the legislation now pending before that body.

The proposed communications commission will have seven members composing three divisions: telephone, telegraph and radio. With two members of the commission in charge of each division, the chairman will sit as a member thereof whenever needed.

In addition to performing duties laid down by Congress for centralization of communications control, this new body as now set up will devote much of its time and attention to a study of all problems of the field with a view to later legislation thereon.

The subjects of study will, of course, be problems closest to the public heart and public pocketbook, keeping in mind at all times the interest of the existing companies, their stockholders and the people who are dependent in one way or another upon these companies for their livelihood.

Permissive merger of telegraph companies, complete change of our international communications due to the evident antiquity of some phases and practices which gradually are crumbling down; the provision of better broadcasting facilities for those people with small receivers in the mountains and wide open spaces of the west—these will be not the least of these studies.

As stated before, the problems of telephone rates and valuation have been handled by the Interstate Commerce Commission for the federal government and by the state commissions as far as the problems were a matter of local interest.

In all of their consideration of telephonic problems, the commissioners will be guided by the needs and interests of the public for whose benefit the entire telephonic system has been built.

New "Yardstick" Looms

THE CONTROL of radio broadcasting under the proposed bills would not be materially changed, but Judge Sykes, chairman of the Radio Commission in his testimony before the Interstate Commerce Committee of the Senate, testified such radio yardsticks as the Davis amendment was, as an asset, a thing of the past, although in all fairness it must be stated that it served its purpose well.

There is now under consideration a new "yardstick" or quota arrangement which it is impossible to name because it has not progressed to the point of practicability. Whether or not this new formula when it is advanced will call for a general reallocation is a matter which we are unable to anticipate.

We can and must, however, admit that under the new communications commission the two men who are required to pass upon major radio problems will be confronted with a job which will be, perhaps, of more interest to every citizen of the United States than any other single branch of the commission because radio broadcasting is a medium of education, entertainment, and has developed into a real necessity for millions of homes.

The last of the large fields to be considered in dealing with communication is that of telegraph and cable. It is proposed in these two bills to give the new communications commission full power over telegraph and radio rates, including the power to regulate holding companies and all of their subsidiaries and affiliates.

This would undoubtedly be classed as one of the controversial

(*Continued on page 48*)

U. S. Radio System Scored and Lauded At Educators' Meet

Charlesworth Chief Speaker; U. S. Control is Urged

MORE THAN a score of speakers, advocating almost as many divergent plans for the use of radio as an educational medium, most of which centered upon some form of "public control," addressed the two-day conference of educators and reformers called by the National Committee on Education by Radio in Washington May 7 and 8. The organization, headed by Joy Elmer Morgan, has advocated government ownership of broadcasting and the assignment of a definite block of frequencies to educational institutions.

Called together for the announced purpose of discussing "the use of radio as a cultural agency in a democracy," the conference more or less resolved itself into a general condemnation of American broadcasting. A number of the speakers, however, urged retention of the status quo and readily admitted that commercial stations are cooperating satisfactorily in educational broadcasting.

Urges Government Control

BEFORE adjourning, the conference adopted a report demanding that the government assume control of broadcasting stations, but not necessarily full ownership or operation. The report, prepared by a committee, headed by Dr. Arthur G. Crane, president of the University of Wyoming, was adopted after Dr. Arthur E. Morgan, chairman of the Tennessee Valley Authority, spoke in favor of some sort of social, rather than government control of radio, as well as the press and motion pictures.

"If the objectives of a national broadcasting program are to be realized," the report said, "adequate support must be provided. The government should cease incurring expense for the protection of channels for the benefit of private monopoly, without insuring commendable programs satisfactory to citizen listeners."

Such government control, it was explained, should not "preclude governmental units owning and operating stations."

No Official Backing

ALTHOUGH the sessions were held in the auditorium of the Department of the Interior and were opened with an address of welcome by Dr. George F. Zook, U. S. Commissioner of Education, it was made clear that the conference was purely unofficial. The National Committee on Education by Radio, it was pointed out, is a private organization and is not to be confused with the National Advisory Council on Radio in Education, headed by Dr. Levering Tyson, which advocates the use of facilities donated by networks and commercial stations for education by radio, rather than the acquisition of exclusive facilities.

Amusingly enough, several speakers commended Dr. Tyson and his organization for the excellent work it is doing in utilizing the networks for the enhancement of education by radio. It was thought that possibly these speakers confused Mr. Tyson's organization with the National Committee because of the similarity of names.

"Before you take care of the whirlpool in Studio Four, I want you to give a long low moan in Number Nine."

—Courtesy Richard Decker and The New Yorker

Speakers Fail to Appear

SEVERAL of the more prominent scheduled speakers did not appear and in other cases were represented by substitutes. Among these was Father John B. Harney, superior of the Paulist Fathers, New York, which is licensed to operate WLWL, who is leading the fight for the Wagner-Hatfield amendment to set aside 25 per cent of all facilities for religious, educational and similar organizations within 90 days after enactment of the pending communications bill. He was said to be ill and confined to a hospital in New York. He did, however, testify before the House Interstate Commerce Committee May 9.

Although an attendance of 100 had been predicted by the committee, there actually were only 60 or 70 in the auditorium, including observers. Registrations of approximately 90 were claimed. Among those present were many familiar faces among the educational-reformers group, such as James Rorty, critic of commercial radio, and Harris K. Randell, of Chicago, who organized a radio listeners league and who now is fostering a movement to license educational institutions and other organizations to use certain select hours over existing stations by government mandate.

Canadian System Explained

THE FEATURED speaker was Hector Charlesworth, chairman of the Canadian Radio Broadcasting Commission, who discussed radio in Canada from the cultural standpoint. He enumerated the many problems existing in the Dominion because of its large geographical areas, diverse communications and small populations. While he did not contrast the Canadian nationalized radio system with the American plan of private enterprise, he did point out that the radio question is now being disputed in Parliament and that the commission has been hampered by lack of funds.

Singularly, Mr. Charlesworth, in recounting Canada's appreciation of good music, mentioned only two specific features—Metropolitan Opera and the New York Symphony—both of which were commercial network features relayed to Canada.

Enlivening the first day's discussion was an impromptu debate between Mr. Morgan and Father M. J. Ahearn, S.J., representing the Jesuit colleges and high schools of New England, who came strongly to the defense of the present radio structure and the cooperation accorded by stations after Mr. Morgan had indulged in one of his typical attacks upon radio.

Sees Sin on Children

"FREEDOM of thought," said Mr. Morgan, "is inconsistent with the idea of making profit. I can think of no greater sin than what we have done in exposing the children's mind to commercialism. . . . As you go along, listen to the children on the street; it is not the prayers of the church you hear them repeating, or the lovely songs of the nursery and school, but the songs and recitations of advertising agents."

Father Ahearn promptly retorted that there was no censorship of freedom of thought on the part of New England stations. "Stations in Boston," he asserted, "give us everything we ask for without qualification." As to the children's programs, he said he did not believe that even if everything harmful were eliminated from the air that the child would be helped much without supervision by parents. The responsibility as to what

(Continued on page 18)

Standard Surveys For Petry Stations

Also Decide on Various Trade Practices at Chicago Parley

STATION coverage and popularity surveys, merchandising practices and rates were among the subjects of discussion at the annual meeting of stations represented by Edward Petry & Co. in the Medinah Athletic Club, Chicago, May 7 to 9. Thirty of the 34 stations in the Petry group were represented.

At the opening of the meeting, Mr. Petry recommended that all stations in the group present their facilities to advertisers and agencies by means of two different types of surveys, each bearing the authority of some recognized company specializing in making surveys. The suggestion was enthusiastically taken up, and the Petry company was directed to negotiate for standardized field strength coverage and audience surveys.

It was also agreed to work out a plan whereby each station would present its merchandising service in a definite form, setting forth for the benefit of all advertisers the exact merchandising service of each station in connection with spot radio advertising schedules, and what charges would be made for such services, if any.

Bulking Time Contracts

THE GROUP also decided on a policy of bulking time contracts for corporations operating several companies, in order for them to earn the maximum discount. This will afford an opportunity to such big advertisers as General Motors, Chrysler, Standard Foods, General Foods and others to contract with a station in the name of the parent corporation, and at different times advertise any one of its units.

Resolutions towards effecting a standard form for billing spot radio advertising were also discussed and passed. This standard form, already in use by some of the Petry stations, combines the complete bill and affidavit in one sheet.

Discussing the question of national and local rates, the consensus of the meeting was that one rate was best under all circumstances, and that all stations would work toward a policy of a single rate to all advertisers. Nevertheless, the meeting passed a definition of what constitutes national advertising as follows: "Where two rates are in existence on a radio station, then they shall construe any announcement or transcription used in more than one city, when the copy used in the announcement or transcription is materially the same in every city, as a national advertisement—and such advertisements will carry the national rate."

A definite policy establishing a special early morning rate was also passed. This rate was established at one-third the night-time rate for similar facilities, and three 15-minute periods per week were set as the minimum schedule allowed for this special rate. Announcements were also excluded from receiving the special rate during these morning hours before 9 a. m. The meeting unanimously passed a resolution to the effect that all stations would work toward a plan of making all local talent commissionable to agencies.

Press-Radio Situation is Aired Before Ohio Education Institute

Kaltenborn Cites Revolt by Independent Stations; Papers Cutting Down on Radio Publicity

Mr. Kaltenborn

THE RADIO-PRESS situation, development of television as a mode of classroom instruction, the status of education by radio, an appraisal of broadcasting in Canada and a variety of other subjects relating to educational radio were discussed at the fifth annual Institute for Education by Radio in Columbus, Ohio, April 30 to May 2, convened under the auspices of Ohio State University.

The flat statement that the press-radio program entered into by the networks and the press associations last March has failed was made by H. V. Kaltenborn, news commentator of CBS, in an address to the Institute.

Stations Lead Revolt

"THE SO-CALLED radio-press agreement which went into effect on March 1," he said, "represents an organized attempt on the part of the radio chains and press associations to restrict news broadcasting by mutual agreement. Because of the public demand for genuine news broadcasts, the attempt has failed. More than three-fourths of the radio stations in the United States have refused to accept this agreement and are still broadcasting news while it is news.

"The attempt to restrict news broadcasting to stale news for two 5-minute periods a day was bound to fail. To avoid the expense of an open radio-press war and to keep their programs in the newspapers, the two big radio chains have accepted and lived up to this agreement. But practically all the more important independent stations have now been organized for news-gathering purposes or have subscribed to one of a half dozen radio news services that sprang into existence soon after March 1. . . ."

Mr. Kaltenborn said that the creation of these radio news services is forcing the Press-Radio Bureau to liberalize its news policy. It is leading to a more "broad-minded" interpretation of the word "transcendent" in connection with exceptional news stories, with the result that much spot news now is being injected into the press-radio report. This development, he declared, is sound.

"It probably paves the way for a more reasonable attitude on the part of all concerned," Mr. Kaltenborn asserted. "Most enlightened publishers and news service executives realize that broadcasting news helps rather than hinders newspaper circulation."

Publicity Decreasing

AN ANALYSIS of newspaper publicity for radio programs was given by James E. Pollard of Ohio State University. He said that while the attitude of newspapers toward radio news or publicity varies widely, ranging from hostility and exclusion to close cooperation, the trend seems to be in the direction of less rather than more space for radio. Newspapers, he said, are somewhat more friendly to programs of an educational nature, but with reservations.

Newspapers queried on this subject, Mr. Pollard declared, invariably said that publicity was treated on its news merits alone, regardless of the source and regardless of the kind of program or sponsor. They reported that the fact that a broadcaster or sponsor purchased advertising space in the paper made no difference in the treatment of accompanying publicity. They suggested that radio might improve on the accuracy of publicity statements, keep program schedules accurate and make corrections promptly, and hire more publicity men who know what news is, leaving out the ballyhoo and boiling down stories to actual news.

W. I. Griffith, director of WOI, Iowa State College, Ames, Iowa, declared in a paper that a survey he made revealed that during the last five years, in spite of serious financail conditions, educational stations have spent large sums of money installing new equipment. He said a general spirit of optimism prevails among the surviving college and university stations. He said the most outstanding lessons learned by those responsible for the operation of educational stations are: "(a), that the educational station's real mission is to present genuine educational material prepared and delivered by educators, and (b), that the educational station's strongest bid for listeners is the fact that its programs are not only outstanding from the content point of view but are presented without any advertising, or stale jokes by 'would be' comedians."

Too large dependence upon the lecture method of radio instruction has proved ineffectual, the Institute was told by H. J. Buckley, assistant superintendent of schools at Cleveland, as the result of experiments conducted in Cleveland schools since 1929. Radio instruction supplemented by the classroom teacher, however, he said, has proved effective.

Supervision Necessary

MASS instruction, Mr. Buckley asserted, cannot insure mass learning. The radio cannot eliminate individual differences, he declared, pointing out that thus the early hope or fear that radio instruction might displace large numbers of teachers and eliminate much supervision has proved to be entirely groundless.

The use of radio in voluntary adjustment campaigns in connection with the work of the Agricultural Adjustment Administration was explained by Morse Salisbury, chief of the Radio Service of the Department of Agriculture. While no formal studies of the effectiveness of the unprecedented use of radio by the government in this campaign has been made, Mr. Salisbury said that multitudes of informal comments, letters from listeners and reports from men who have worked in the field during these programs, "lead us to believe that radio has helped greatly to speed up the spread of information."

Operations of the Canadian radio system and "planned broadcasting" in Canada were explained by E. A. Corbett, director of the department of extension of the University of Alberta. He expressed the belief that, after a year of broadcasting under the control of the Canadian Radio Broadcasting Commission, "the vast majority of people are convinced that the system is sound and that in time we shall have in Canada a public utility operated in the best interests of the people who pay for it, as opposed to the privately-controlled system which most always operates in the interests of the shareholders."

Other Speakers

AMONG other speakers before the Institute were Fred Smith, of New York, originator of the "March of Time" program, who talked on radio writing, describing it as a "trade where clever men can make a fairly good living"; Elmer G. Sulzer, radio studio director of the University of Kentucky, who discussed the University's "listening-center plan" of bringing programs to people in the outlying sections of the state; Annas Higgins, principal of Park Manor school, Chicago, who discussed radio as an aid in the teaching of mathematics; A. Lee Henderson, superintendent of Ohio's emergency junior radio college, who stated that the school had enrolled 1,737 students since Jan. 1, and Luther Meyer, radio editor of the San Francisco *Call-Bulletin*, who described broadcasts of international news as an educational experiment in central California schools.

APPRAISAL OF EDUCATION PROGRAMS

Audience Walks Out at Ohio Institute's Sample Show; Pedantic "Crystal Set Ideas" Hit

By OLIVE SHARMAN
Director Commercial Advertising Programs, WJR, Detroit

"IT'S A POOR restaurant, when the proprietor eats elsewhere," and a harsh indictment of radio educators when they pay scant attention to their own programs. I shall write this in the first person, and hope to be granted the customary "by-line," in order to show my willingness to take whatever punishment or excommunication is handed out to one who attended the Institute for Radio Education, which ended May 2 at Columbus, Ohio, and promptly raced to a nearby typewriter to blaze condemnation.

Last night's (May 1) program at the Institute gave a hundred or more persons attending an opportunity to hear what had been accomplished during the past year in the way of educational broadcasts. Stations, universities, and other organizations serving the interests of education, both juvenile and adult, had been asked to submit sample programs for presentation to the Institute.

Audience Walks Out

THE REQUEST was issued several months ago, so that there would be plenty of opportunity and time for careful program selections. When the programs were presented, there came a gentle, but unceasing exodus, leaving five patient souls in the room at the end of the schedule; and over the exodus drifted a soft mist of alibi-ing, including, "That is not our best program," "That is not typical of our best effort," and "The faulty recording does not do our program justice."

As one dyed scarlet with the sins of commercial broadcasting, who has written and attempted to edit her due portion of patent medicine copy, and yet who is duly conscious of radio's deep obligation to the public welfare, I left the Institute aghast! Are educators so intent on reaching a Utopia of broadcasting that they pay no heed to starving minds along the roadside. With all the faults of commercial broadcasting, I had consoled myself with the thought that at its worst it maintained an expensive, exacting mechanism in the style to which it had grown accustomed; and I cherished the notion that our educators were alert enough to make this same expensive piece of equipment serve their ends just as it served ours.

"Crystal Set Ideas"

WHEN COMMERCIALISM, or advertising, went into broadcasting, it went well-equipped with ideas. Ideas, good or bad, it has furnished unceasingly to date. Educators, with the scant exception that serves only to prove the rule, are equipped with the same ideas we had in the days of crystal sets. Educators want to "teach," to cram more knowledge into minds sick with the futility of being unable to use the knowledge we already have.

Of the recorded programs submitted at the Institute not one was sufficiently strong, novel, or unique to arrest the attention of the audience. We heard but a few minutes of each, but *not one* prompted any member of that supposedly vitally interested audience to say, "I want to hear more of that program." We had sampled the food in our restaurant

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Visitor from the BBC

ROGER H. ECKERSLEY, director of entertainment for the British Broadcasting Corp., arrived in New York April 16 aboard the *Georgic* to begin four weeks study of American radio technique. Mr. Eckersley is the first of a group of BBC department heads sent to this country as a result of Sir John Reith's recent visit for the opening of Radio City. Mr. Eckersley made a brief inspection of the Radio City studios and then visited NBC studios in Chicago and Washington.

FINALS of the annual national spelling bee for elementary school children, sponsored by the *Louisville Courier-Journal* and conducted by 23 daily newspapers, will be broadcast from Washington Tuesday, May 29, 12:15-1 p. m., EDST, over a CBS network.

RCA, Mackay Company Furnish Radio Service Below Telegraph Rates

BOTH RCA Communications, Inc., and Mackay Radio & Telegraph Co. are now providing inter-city radiotelegraph services at rates substantially below those of the land-line companies. Inauguration of the RCA service, at the outset linking four major points, was announced April 26 by David Sarnoff, RCA president, and R. B. White, president of Western Union, which is supplying pickup and delivery service for RCA.

Simultaneously, Mackay announced that on April 25 it added Washington and Boston to its inter-city radiotelegraph system, increasing the number of cities served to an even dozen. The other points are New York, Chicago, New Orleans, San Francisco, Los Angeles, Seattle, Portland, Ore., Tacoma, Wash., Oakland and San Diego, Cal. Postal Telegraph, with which Mackay is affiliated, will provide pickup and delivery in any of these cities and will also collect and deliver messages at these points for Mackay. Extension of the service to other points was said to be in progress.

The Mackay and the RCA services offer identical rates—15-word messages for the regular line rate for 10 words and 60-word night letters for the usual price of 50.

The RCA service now embraces Boston, New York, Washington and San Francisco. Before June 1, it was announced, Chicago and New Orleans will be added, and applications to build stations in Seattle, Los Angeles and Detroit are pending before the Radio Commission. The collection and delivery service of the Western Union offices in the cities in which RCA has stations will be available to the public for the sending of radiograms marked "via RCA," it was said. This arrangement, the statement emphasized, does not impair the independence of either company in the conduct of its own business on a strictly competitive basis.

UPS AND DOWNS
Even the Radio Has 'em Now —On WCAU Elevators—

LOUD SPEAKERS in elevator cars, the first installation of its kind in the history of radio, has been completed by the WCAU engineering staff, under the direction of John G. Leitch, in the new WCAU Building, 1622 Chestnut Street, Philadelphia, which was designed and built especially for broadcasting.

Large RCA-Victor speakers have been placed in the top of the cars and the daily broadcast schedule of WCAU is available to the riders from 8 a. m. to 1 a. m. Special cable was brought down from the top of the shaft and run along with the other cables necessary to operate the cars. Where the lines terminate at the floor of the car, an extension was run around the back and up to the top and attached to the speaker. The volume control is placed by the speaker on the roof of the car to prevent the operators from changing it to meet their taste. A snap switch, however, has been placed by the operators controls to cut the speaker on or off.

Canning Jar Account

ARRIVAL of the housewives' canning season has led Ball Brothers Co., Muncie, Ind. (canning jars), to purchase studio time and announcements on various stations. Among stations getting the account, which calls either for two 15-minute programs weekly or 26 daily announcements, are WGY, KDKA, KOA and KPO. The agency is Applegate Advertising Co., Muncie, Ind.

KYW Contract Let

CONTRACT for building the new KYW station in Philadelphia has been awarded by the Westinghouse E. & M. Co. to Frank J. Larkin Construction Co., Architects Building, Philadelphia, with completion scheduled for Nov. 1. Instead of the usual lattice-work tower antenna, KYW will use tubular columns that taper from a 20-inch base to a 2-inch point, resembling a very high flag-pole.

23 Stations Carrying Local Fels Programs

TWENTY-THREE stations, each carrying a different local studio program twice weekly, have been signed by Fels & Co., Philadelphia (Fels Naptha soap). Starting the first week in May, WJR, Detroit, featuring "Tim Doolittle and His Michigan Mountaineers," and WGAR, Cleveland, featuring "The Collegians," were added to the list, following personal arrangements made by Hubbell Robinson, account executive of Young & Rubicam, New York, the agency handling the account.

The other stations carrying the programs are WLW, WJAC, WESG, WLBW, WOOD, WMBD, WTAQ, WJZ, WEEI, WGR, WSPD, WOWO, WROK, WEBC, KDKA, WSYR, WOKO, WEEU, WKZO, WBOW and WHBL. The big soap company has been buying station-tested programs in scattered communities as fast as adequate distribution has been effected.

Educators Score and Laud U. S. Radio

(Continued from page 16)

the children should listen to, he said, rests with the mothers and fathers, rather than with the stations.

Education Commission Urged

CREATION of a national education radio commission, appointed by the President and supported by a federal tax on time devoted to advertising, was advocated by Dr. Jerome Davis of the Yale Divinity School. He expressed the belief that the British system is preferable to the United States broadcasting set-up.

James A. Moyer, state director of university extension, Massachusetts Department of Education, laid much of the blame for the failure of educational broadcasting to hold its own with commercial entertainment on the doorstep of the educators themselves. Lack of showmanship, too much "academic self-consciousness," inferior lecturers and inadequate financial support were cited as the chief reasons. He advocated "adequate public control" of radio as the solution.

The suggestion that radio "may cause a revolution" in higher education and perhaps throw hundreds of professors out of work and even make many institutions unnecessary was thrown into the conference by Maurice T. Price, Washington sociologist, formerly connected with Johns Hopkins University. Early predictions that radio would raise the educational and cultural level of the entire population at an unprecedented rate, he said, have not materialized because, among other things, they implied a cooperation among educators which was contrary to the sociological traits of teachers and because they required networks not then commanded by educational institutions.

Effect of Super-Power

"TWO THINGS are changing that situation," he said. "One is the entrance of the high-powered, 500,000 watt station. That will enable any one educational institution to reach the entire country without the use of networks, and without the necessity of any great cooperation from the educational institutions of the country." And a second, he said, is on the horizon, being the push-button attachments on radios which will indicate to the broadcasters how many sets are turned in, such as was recently demonstrated successfully.

With a super-power station, he declared, radio students could be given comprehensive examinations by qualified professors or radio lecturers for fees well below present tuition fees. High costs of board and room for students who attend universities would be eliminated, he said. Thus, by fostering educational radio schools educators may be lending their influence to eliminate themselves, he said. He urged that schools "face the revolutionary implications of radio before they are hurled into the vortex of these bewildering changes."

Librarian Satisfied

DR. GEORGE F. BOWERMAN, librarian of the Washington public library, commended the Tyson organization for its work. He said stations have cooperated with his organization in good program production. The American Library Association, of which he is a member, he asserted, has taken no position with respect to control of American radio. Wallace L. Kadderly, representing the California department of agriculture in San Francisco, spoke of his eight years as director of KOAC, University of Oregon station. It is the only publicly owned station having 1,000 watts power with full time and has thrived despite the failure of most other educational stations, he said.

Among other speakers were Assistant Secretary of Commerce Dickinson, who spoke on "Radio and Democracy"; Mr. Rorty, who lamented the fact that such issues as birth control are excluded from the air, and Dr. Thomas E. Benner, dean of the College of Education, University of Illinois, who advocated reservation, for public use and under public control, of channels sufficiently broad and well chosen to make possible "rebuilding of the national culture."

KSD
A DISTINGUISHED BROADCASTING STATION
IN ST. LOUIS

A TUNE-IN ON LOCAL SPONSORS
The St. Louis LANE BRYANT Women's Wear Store has renewed its KSD contract for the store's third year broadcasts. These have been consecutive—on the air every week over KSD.

RED NETWORK OUTLET FOR NATIONAL BROADCASTING COMPANY

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco

DULUTH
WEBC
SUPERIOR
"Sure! I've got a job!"
"and so has my neighbor"
All aces—in the New Deal received by Cloquet, the happy, busy little city of nearly 10,000 where every able-bodied resident who can use a job has one. 93 percent of the 1700 homes are owned by the people who live in them. And there isn't a single "For Rent" sign on a house in town!
Cloquet, and other cities in the area served by WEBC, have money to spend—and they spend it!
J.W. DUTCHER
HEAD OF THE LAKES BROADCASTING CO.
SUPERIOR
DULUTH

Daily Broadcast Boosts Theatre Attendance 20%

AN ENTHUSIAST for theatre advertising over the radio is A. N. Zimbalist, advertising counsel of the St. Louis Amusement Co., which sponsors a daily program over KMOX, St. Louis. Attendance at the theatres has increased 20 per cent since the broadcasts began, Mr. Zimbalist said. "By bringing our list of programs directly into the homes we are better able to determine how many theatre-goers or prospects are interested in the contests offered for their amusement."

Brunton Buying KQW

NEGOTIATIONS are under way in San Francisco for Ralph Brunton, manager of KJBS, to purchase KQW, San Jose, from Fred J. Hart. It is expected that papers will have been signed before May 15, according to a report from the San Francisco correspondent of BROADCASTING. Mr. Brunton is planning to make a two-station chain to cover the San Francisco bay and Santa Clara valley areas. He will close the San Francisco studios of KQW and consolidate it with new and larger KJBS offices, continuing the present San Jose studios of KQW. Permission is being sought from the Radio Commission to sanction the purchase.

CHANGE in the call letters of KGCR, Watertown, S. Dak., to KWTN has been authorized by the Radio Commission.

Can Press Put Brakes on Radio?

(Continued from page 9)

for the press to attack if they chose to. Then the press could risk offending their circulation and throw out the daily radio program listings. This latter step was taken in quite a few cities. The war started to come out into the open.

Finally the last straw. The Columbia Broadcasting System started a news-gathering service. The radio had actually come out into open competition with the press not only in advertising but in gathering and selling news. Then radio and newspaper heads got together to work out a peaceful agreement.

Instead of bulletins all day, only two periods a day were to be given to news, news supplied by the three leading press associations.

News as a basis for commentation was permitted, as editoralizing does not compete with newspaper bulletins. Finally morning paper news could not be put on the air until after 9.30 a. m. and evening paper news until after 9 p. m. This would give the newspapers a chance to get their papers delivered before the radio could spill all their news and make them almost out of date.

Where Rub Comes

AND THAT is just where the rub comes in. Here is a fast machine slowing down to permit a slower machine to keep up with it, in fact, ahead of it. This is a direct violation of the rule of progress which has characterized the development of man's machines. It is like asking the daily papers to slow down their presses so that their papers won't get to people oftener than once a week in order to keep the weeklies happy.

Another reversal which proves the case is that radio is particularly adapted to brief bulletins and the press to a longer, well-backgrounded commentative discussion of the news. Yet this new agreement keeps the news on the radio commentative and gives the bulletining privilege to the press by keeping bulletins off the air until long after the papers have arrived in most homes.

Radio is best able to fulfill the purpose of spot news dissemination in reaching the greatest number of people with the news in the least space of time. The newspaper can best give an interpretative treatment to that news. These are fundamentals and a hundred agreements cannot change them.

If radio can get the news out first it will do so because it must give the best service in its power to the public. If the press won't give it the news, it will get the news on its own. And its day is just beginning.

Television and Advertising

TELEVISION is technically ready for the market. With better times it will arrive giving the quality of the best home talking pictures. It is particularly good in reproducing motion picture films. When enough sets are out to make up a good public, to give real circulation, a possible "newspaper" of the future, devoid of both presses and paper, is worthy of briefly sketching.

Television will be on ultra short wavelengths. These are something like light. They reach the horizon but no farther. There are lots of them. The same lot used in one city can be used in the next 75 miles away. With a 30-mile radius they will nicely duplicate the area covered by metropolitan dailies.

Instead of newsboys, delivery trucks, great printing presses and vast composing rooms there will be a small studio next to the newsroom. Cameras will be set up, films, bulletins. On a near-by tall building or hill connected by a special radio beam, a small transmitter will send out the news at no cost to the reader.

An endless belt will reach from the bulletin camera out into the newsroom. On this will be placed attractively prepared bulletins of the day's news. Latest changes will immediately be recorded. This belt will move slowly in front of a camera.

One objection to radio news is waiting for a certain time. People like news when they feel like having it. The television newspaper will operate from 6 a. m. until midnight steadily. The bulletin belt, turning endlessly on, will be stopped only at intervals to permit the fading-in of motion pictures. These will be the day's news photographed and developed, news reels in the home a few hours after the event has transpired.

Advertisements will be sandwiched in between, nicely done, with eye and voice appeal. Instead of a sketch of a fashion, a charming girl will appear and turn about showing the dress for sale at its very best, furniture items will be displayed in beautifully decorated studios, the Dutch girl of cleanser fame will chase some animated dirt right across the screen into oblivion. Mickey Mouse will undoubtedly be a radio salesman and he has proved irresistible so far.

A steady program of say a half hour in the day and an hour at night, going continuously like a motion picture show, will be available to anyone tuning in. They can get the news when they want it and in a varied, animated and artistic style that will make it an assured success. What can the daily press do in competition with that?

There is an answer. It can adjust itself as the weekly magazines had to, play hand-in-glove with radio, go in for better prepared and authenticated news, with background writing and color printing on good paper, literally a daily magazine but essentially newsy in character, not confusing the term of news in its fullest meaning of significant interpretation with the bulletinizing, latest picture reels and other high-speed methods which will be the natural field of the television newscast.

The procession toward this is irresistible, inevitable. In its light any agreement to put radio in reverse to keep *down* with the newspapers instead of the papers up with it, is as futile as trying to make water run uphill.

Laundry Uses Stickers To Advertise Program

Mr. Smith

UNIQUE merchandising angles of the Wilke Laundry local account, recently secured by WOKO, Albany, N. Y., include pasting a sticker on every bundle of laundry to be delivered, calling attention to its sponsorship of a regular Saturday morning "Children's Hour." The program is entirely by children and for children, the audience being asked to vote weekly selections of the best performers. Two cash prizes are awarded each week. In addition, 5,000 teachers in Albany, Troy and Schenectady have been circularized by letter calling attention to the program and asking for suggestions.

"We hear much these days," said Harold Smith, WOKO manager, "from advertisers asking the radio stations how far they will go to help merchandise the client's product. Why could the argument not be advanced by suggesting to the advertiser that he could put forth a much more effective merchandising campaign than could the radio station. We believe the idea to be good and most effective, and are suggesting the same plan to some of our other accounts, including a department store which is sponsoring the Musical Clock. We are suggesting the idea to them that they either use the sticker idea or have a notice printed on their wrapping paper calling the customer's attention to the service they are rendering the public each week-day morning with their Musical Clock."

AN OLD SOUTHERN CUSTOM

June to October marks the spending peak of the year in the Tennessee Valley. With prosperity returned in this favored area, WLAC stands ready to deliver not only a tremendous audience* but a BUYING audience as well. If you plan to concentrate your summer advertising efforts on those "spots" where maximum returns may be expected, WLAC offers you an outstanding medium.

*WLAC, as an important unit of Columbia Broadcasting System, is one of the stations making possible the promise of Hugh K. Boice, vice president CBS, to deliver "a larger listening audience in the summer of 1934 than in any previous winter."

J. T. WARD
Vice President

National Representatives
Scott Howe Bowen, Inc.
World Broadcasting System

WLAC 5,000 watts

"IN THE HEART OF THE TENNESSEE VALLEY"
Member Station Columbia Broadcasting System
Owned and operated by Life and Casualty Insurance Co., Nashville, Tenn.

"We considered it IMPOSSIBLE, but these broadcasts are certainly doing a job."

Reports J. Sidney Johnson, Manager of Rite-Way Food Stores, aggressive mid-western group of home-owned grocery stores.

"COMMENTS of customers, made to hundreds of Rite-Way Grocers, show real enthusiasm for our half-hour musical programs."

In these words, J. Sidney Johnson describes the experience of Rite-Way Food Stores with their broadcasts originating each Sunday evening in the studios of WOC-WHO. He continues:

"For a long time we avoided evening-time, because we considered it impossible to originate a show which would compete successfully with chain programs available at the same hour. Evidence proves, however, that our evening broadcasts are more than holding their own."

• • •

With nearly 500 stores in Iowa, and almost as many in adjoining states, Rite-Way Food Stores are a powerful factor in mid-western food merchandising.

Because of WOC-WHO's 50,000 watts power, Rite-Way Musical Reveries reach into nearly every community served by a Rite-Way Store. Reports show these broadcasts exert a strong sales-building influence.

Tune into WOC-WHO at 9:00 P.M., C.S.T., any Sunday. Enjoy Rite-Way Musical Reveries. Think how a program of comparable quality would help your business in Iowa and the midwest.

WOC-WHO
FULL-TIME, CLEARED-CHANNEL
50,000 WATTS

CENTRAL BROADCASTING CO.
DES MOINES, IOWA
J. O. MALAND, Manager — Phone 3-4872
CHICAGO: Free & Sleininger, 180 N. Michigan Ave., Phone FRA 6373
NEW YORK: Free & Sleininger, Chrysler Bldg., Phone Murray Hill 2-3030

power

VS.

popularity

●

Just because a more powerful radio station can be heard more comfortably 1,000 miles away than a thousand watter, doesn't prove that the folks 1,000 miles away are listening to it.

Many surveys show that folks tune to a nearby local station in preference to the powerful station operating from a distance.

The Don Lee Broadcasting System has a station in each of the 8 major markets in California. With the click of a switch you can add the four stations of the Columbia Northwest unit. Each one brings your message clearly to these centers of population—where the mass of buyers are located. Each one brings to the listeners Columbia's coast to coast commercial programs, Columbia's and Don Lee's sustaining programs plus the programs of their own local friends and business houses.

We can show you many independent checks and surveys that prove that Don Lee stations have the largest listening audiences in their territories.

Dare us to make good on these claims.

If you want to sell the Coast, or any part of it, better write or wire for detailed information.

DON LEE
Broadcasting System
C. ELLSWORTH WYLIE
General Sales Manager, Los Angeles

●

Los Angeles, KHJ
San Francisco, KFRC
San Diego, KGB
Bakersfield, KERN
Fresno, KMJ
Stockton, KWG
Sacramento, KFBK
Santa Barbara, KDB

Portland, KOIN
Tacoma, KVI
Seattle, KOL
Spokane, KFPY

Los Angeles Office.....7th & Bixel Sts.
San Francisco Office.1000 Van Ness Ave.

Design for Retail Advertising

(Continued from page 7)

space enough here to reprint the whole thing.

Real thought, time and energy! These are the things to bring to bear on your radio program. And for heaven's sake don't expect radio to do the impossible. Give it the same break you give your newspaper advertising and even a little more, for it will pay its biggest dividends when its working capital has been utilized to the fullest extent.

I have said that there are certain generalities which apply to all forms of advertising. In the same way there are certain generalities which can be applied to the programming of a department store's radio advertising. In other words, once you have set your objective or objectives there are certain types of radio programming which offer an "idea skeleton" around which to build the body of your program. Just as a good salesman uses different sales tactics on people of different temperaments and income brackets, so must radio vary its program appeal as it aims its shafts at men, women and children.

Most Appealing Program

THERE is no question in my mind that the program type most appealing to women, and therefore the most resultful, is that which sponsors a personality, usually a woman, who has or can build a reputation and a following among other women in the department store's community. If she speaks authoritatively and sensibly about style, if she brings into her chats interesting facts and fancies about her store, if she can make her listeners see and feel the merchandise about which she talks, no matter how her voice is pitched or what theme song introduces her, the chances are she will be a successful saleswoman for the store. Her methods may differ in different localities. Women in New York, Pittsburgh, Detroit or Weehawken do not react exactly the same. Their interests vary. It is up to the store to analyze those women in terms of the community in which they live and then to build a radio program.

The same strategy and reasoning should be pursued in designing broadcast advertising to appeal to children or men. Children's programs have enjoyed wide popularity among department stores who have used radio advertising. Many such programs, broadcast in the late afternoon, have become a regular part of a child's day, and, incidentally, the mother's day. Children quickly become fans if the program interests them. And they very quickly translate their enthusiasm for an individual or an idea in that program into sales pressure on their parents.

Children's Programs

THERE are many types of programs with child appeal. They range from the "uncle" broadcast to the putting on of shows by the children themselves. No one can put his or her finger on the exact program which will "click" for this or that department store. You can merely review the experiences of others and use your best judgment in building this type program. Know the children in your community. Find out their likes and dislikes, their hopes, their favorite books and playthings. Much as the word has been maligned I insist that psychology must be used.

Men constitute a very small proportion of the daytime radio audience. I know that every store wants to attract more male trade than it has, and I believe that radio, properly applied, can attract more and more of this trade. Obviously, the only time to reach men and young men with a radio program is during the evening hours. At the same time a department store broadcasting to reach the male group must keep in mind that women are generally listening in too. And so a program must be devised which will be broader in its appeal than those put on during the day for women and children.

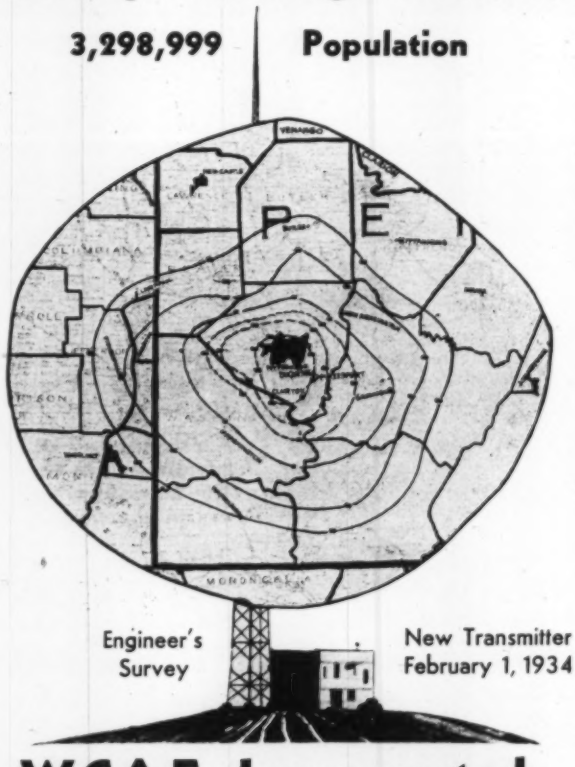
Evening Broadcasts

THE TASTES of evening audiences are catholic. If you listen to a whole evening of radio programs you will note how wide is the range of material broadcast. I believe that the evening broadcast by a department store could confine itself more to selling the store as a community institution than to making direct efforts to sell merchandise. Very short commercial announcements should be the order although it is possible to bring in many facts about the store and its services of interest to men. Generally speaking, and I can speak only generally, I would say that such a program should consist mostly of music in some form or other. It might be an orchestra, a good male quartet or a virile soloist. That will depend a great deal upon local conditions and tastes and I feel that the radio station can be of great help in framing a potentially strong program.

I repeat there can be no hard and fast rules about programs. But there can be a great deal more time and effort spent in reducing the program generalities which I have set down to specific terms. Make this your guide: treat radio as you treat other advertising media. Contrary to popular conception, radio advertising is not a three-ring circus. It is a potent advertising medium and only through common sense, careful planning, and efficient execution can it be made to produce. And when it has been properly exploited it has proved its ability to produce in greater proportions than any other advertising medium.

Primary Coverage Reaches

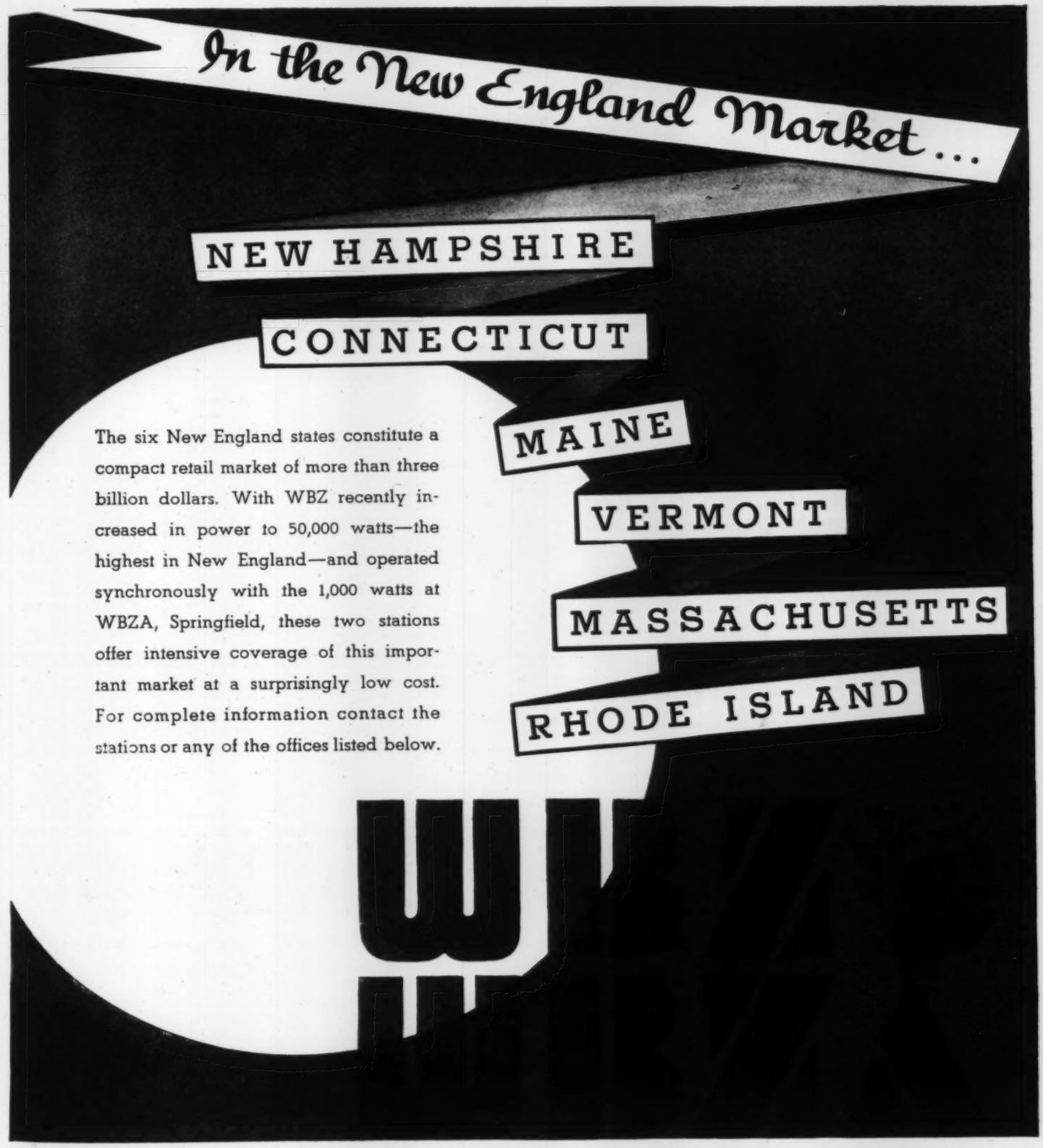
3,298,999 Population



WCAE, Incorporated
PITTSBURGH, PA.

Finds Business Good

RETURNING from a trip through 22 states, during which he made field intensity investigations in Arizona and Oregon and inspected many leading broadcasting stations, Edgar Felix, radio consultant, reports a "general feeling of gratification at the increased business which all stations, large and small, are experiencing." Mr. Felix also announced the removal of his New York office to the General Motors Bldg., Broadway at 57th St.


In the New England Market...
NEW HAMPSHIRE
CONNECTICUT
MAINE
VERMONT
MASSACHUSETTS
RHODE ISLAND
The six New England states constitute a compact retail market of more than three billion dollars. With WBZ recently increased in power to 50,000 watts—the highest in New England—and operated synchronously with the 1,000 watts at WBZA, Springfield, these two stations offer intensive coverage of this important market at a surprisingly low cost. For complete information contact the stations or any of the offices listed below.
WBZ
WBZA

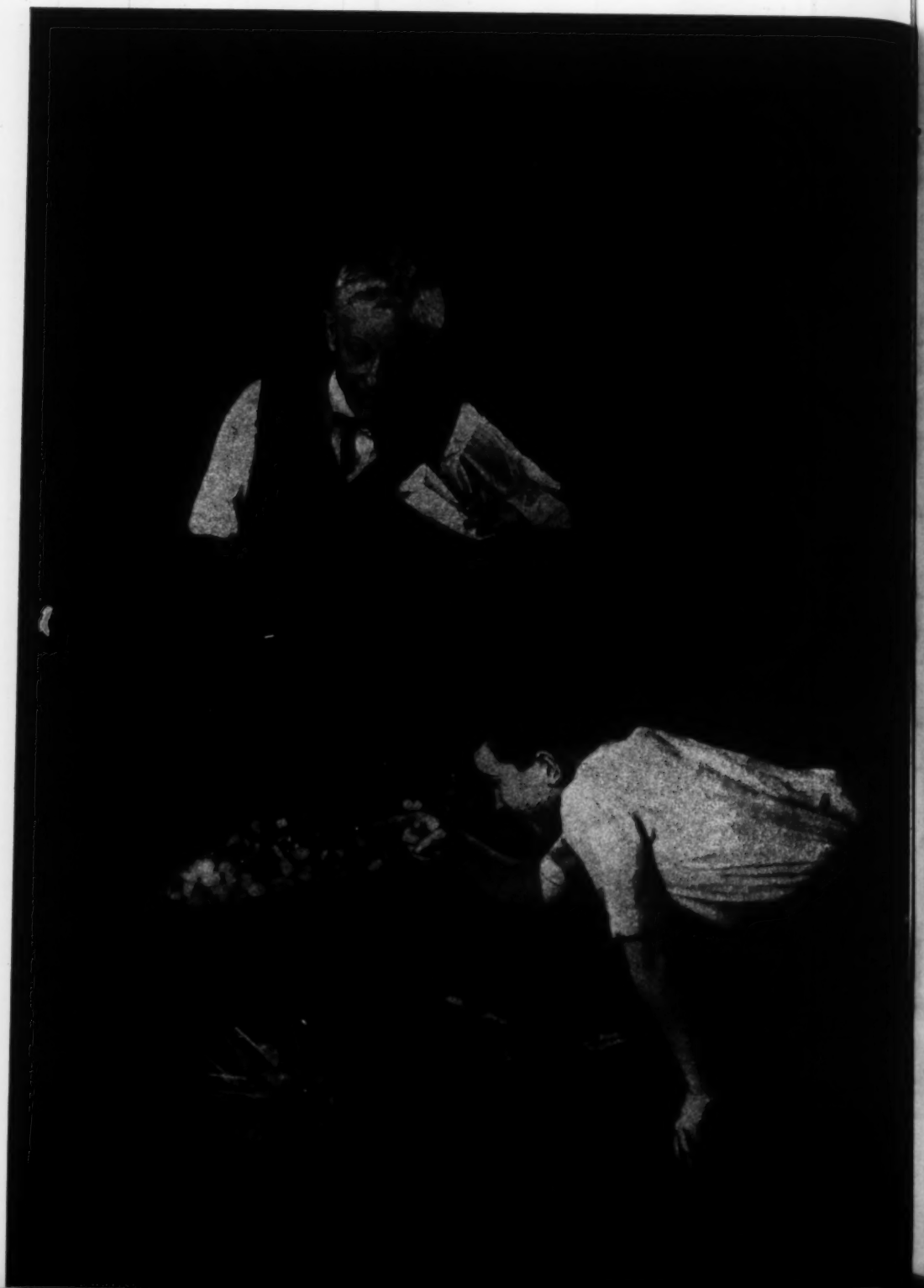
NBC

NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT

NEW YORK — WEAF & WJZ • CHICAGO — WMAQ & WENR • SAN FRANCISCO — KPO, KGO & KYA

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

I'll take that one, 'n THAT one,



THAT ONE!!

The child facing a candy counter with a "nickel" in his hand, reduces buying to its simple fundamental.

"I'll take that one and that one and that one," he says—no general mixture of tasty and tasteless candy for *his* nickel. Each penny must bring him some super-delight—each penny do a job as he sees it.

Many an advertiser can borrow this boy's technique with profit to his company or his client.

He can choose those individual markets which offer him the most tasty jelly beans and sugar coated plums—

He can choose the radio stations best suited to coax these delectable dainties to him.

Spent this way—for Spot Broadcasting—his advertising "pennies" will go further, buy more, do a better job.

The stations listed here have proved their right to be a part of the most carefully chosen Spot Broadcasting schedules.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WBRC	Birmingham	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
KLZ	Denver	CBS
WJR	Detroit	NBC
WBAP	Fort Worth	NBC
KTHS	Hot Springs	NBC
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI	*Los Angeles	NBC
KECA	*Los Angeles	NBC
WHAS	Louisville	CBS
WIOD	Miami	NBC
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	CBS
KGW	*Portland	NBC
KEX	*Portland	NBC
KSD	St. Louis	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	*Seattle	NBC
KJR	*Seattle	NBC
KTBS	Shreveport	NBC
KHQ	*Spokane	NBC
KGA	*Spokane	NBC
WDAE	Tampa	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

*Indicates stations located in same city are under same management.

THESE RADIO STATIONS REPRESENTED EXCLUSIVELY THROUGHOUT THE UNITED STATES BY EDWARD PETRY & CO., INC. New York, Chicago, Detroit, San Francisco

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

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"25 Per Cent"

WHEN A CASE in court or in any of the regularly constituted tribunals is hopeless, go to Congress. That seems to be the credo of those who want something in radio. First it was the educators, who finally gave up their "15 per cent" fight but not their sniping. Then came the Rutherford Watch Tower crowd, who seem to have been effectively squelched. Now radio faces the powerful lobby of the Paulist Fathers in behalf of their part-time WLWL, New York, a time-selling station for which they want more time on "moral" grounds which, translated, really means that they want more time to sell.

The present battle centers around an amendment to the Dill-Rayburn communications bill which would allocate 25 per cent of all radio facilities to so-called non-profit-making "moral" organizations whose morals would still not deter them, under the specific terms of the amendment, from selling time like any other commercial stations. The lobby pushing this amendment, bearing the names of Senators Wagner and Hatfield, is perhaps the most vigorous ever pressed against the present system of broadcasting.

Buffeted about persistently by its enemies, broadcasting at last is beginning to realize the perils of self-seeking reformers. Now is the time when the broadcasters, once and for all, should exercise the influence they possess and face a showdown with these reformers. If the Wagner-Hatfield atrocity is killed in the Senate, these special interests may be discouraged from belaboring radio. Organized action at the eleventh hour—which seems to be the only hour the broadcasters will ever spring into action—may kill the Paulist scheme. Roll calls on the bill in Congress will show radio who are its friends and who are not.

A Program Natural

WE DOFF our hats to the sparkling genius who conceived the idea for the Baer-Carnera program, being sponsored by the B. F. Goodrich Rubber Co. The program is a natural. In it is Max Baer as a taxi driver with ring aspirations. He gets his fling at the heavyweight championship as the climax of the radio series, and then—on June 14—actually steps into the ring against Carnera. The final chapter of the story is unwritten; it will tell itself. The program is certain to arouse tremendous listener interest. And, unless something goes awry, it will sell tires and tremendous good will for Goodrich.

More Power to You!

NO LESS a pioneer in his own sphere than the great American trail blazers and railroad builders of the nineteenth century were in theirs, is Powel Crosley, Jr. It took courage as well as foresight to undertake so radical an experiment as 500,000 watts of broadcast power. That power is ten times the highest ever used in this country and five to ten times the highest used in Europe, where wattage ratings sound big but do not measure quite so great in American terms. The new WLW is undoubtedly the most powerful broadcasting station in all the world today. It is a monument to Mr. Crosley as a pioneer spirit and a credit to its youthful builder and chief engineer, Joe Chambers. To them and to the management of WLW our congratulations and best wishes.

News and the Future

THE PRESS-RADIO "program," we are happy to report, is working out far better than most of us skeptics believed it would when first promulgated. Its radio news reports are not being limited to stale news already four or five hours in print. True, that is what the original agreement implied they would be, but in practical operation, the broadcast reports, now being carried by some 150 stations, are mostly fresh and timely, albeit short.

In that connection, Messrs. Hurd and Kaltenborn, in their discussions of radio and the press in this issue, both err in their assumptions that the news must necessarily be stale. Our own feeling coincides with theirs, that the independent news-gathering associations have had a salutary effect on the whole problem of press-radio relations. They have put the press associations on their toes; the whole publishing industry apparently has come to realize that five minutes of news reports twice daily—we think there ought to be a third period around 6 p. m.—and the protection of radio on news of transcendant importance, cannot harm circulation and will really whet the public's appetite for the whole newspaper.

This brings up the question of the future of radio news reporting. Mr. Hurd is undoubtedly more farsighted than most newspaper publishers in his vision of the newspaper of the future, altered to become a daily magazine and leaving to radio the report, via television, the fast-moving passing scenes of the news. Hence he urges newspapers to play hand-in-glove with radio for their own salvation. They can't keep radio down any more than they can make water run uphill. They have overlooked their chances to get into radio, most of them, and they will be caught in the inevitable tide of change wrought by the "television newspaper" which Mr. Hurd pictures.

His newspaper of the future will be devoid of presses and paper, though a newsroom to feed the broadcast cameras there must always be. Somewhat as predicted long ago by Mr. Sarnoff, he forsees "newsreels in the home a few hours after the event has transpired. Advertisements will be sandwiched in between, nicely done, with eye and voice appeal. Instead of a sketch of a fashion, a charming girl will appear and turn about showing the dress for sale at its very best . . . the Dutch girl of cleanser fame will chase some animated dirt right across the screen into oblivion. Mickey Mouse will undoubtedly be a radio salesman. . . ."

Truly this game of "audible journalism" holds wonders the grave and smug publishers have closed their eyes to; truly it is a young man's game, and it takes a young man, like Mr. Hurd, himself right in the newspaper ranks and not at all allied with radio, to tell the oldsters in the publishing business how shortsighted they have been.

The RADIO BOOK SHELF

ROY DURSTINE, the brilliant young general manager of Batten, Barton, Durstine & Osborn, well known in radio circles as perhaps the first big agency executive to take radio seriously in its inceptive commercial stages, returned recently from Europe. An experienced newspaperman, he wrote a series of articles for the *New York Herald-Tribune* on his observations and interviews in Russia, Austria and Germany. These and additional chapters have now been placed between covers as his latest book, *Red Thunder* (Charles Scribner's Sons, New York, $2). It is a small book, but remarkable for its vivid portrayals of what he saw and heard, written from the point of view of a student of affairs and not of the propagandist. He tells BROADCASTING he had little time to observe European radio, which is not touched upon in the book, but for anyone interested in the European scene and its fast-moving political picture, this volume should furnish an interesting and instructive evening.

TO CORRECT misunderstandings abroad, arising out of frequent comparisons between the American and British systems of broadcasting, the issue of *The Listener* for Jan. 31, 1934, carries an account of the BBC's constitution, technical service, programs and contacts with the listening public. This periodical, one of three published by the BBC for subscription sale, carries its review for the purpose of setting forth "an accurate picture of the facts available to any one who may care to study it." The article is really an answer to *Broadcasting in the United States*, recently published by the NAB for the use of high school debaters. It makes clear that it is not intended to answer the question, What system best suits the United States? but rather is designed to present British broadcasting from the British viewpoint.

We Pay Our Respects To—

ARTHUR BERGH

WHEN Arthur Bergh resigned from the directorship of recording for the Columbia Phonograph Company early in 1931 to head the radio department of Young & Rubicam, New York, broadcasting gained the services of a man with an unrivalled experience in the mechanical reproduction of audible entertainment. He had been with Columbia for nine years, and his job there consisted, as he describes it, of "getting the last ounce of entertainment value into a dead disc, in a field of entertainment where the only sense that functions is that of hearing."

To the fact that they had this experience also, Mr. Bergh attributes the success which Nathaniel Shilkret, Frank Black and Gus Haenschen have achieved in radio. They were working in a one-dimensional medium, and learned how to make the most of its potentialities.

In the phonograph business, during the last years of Mr. Bergh's association with it, there was little money to spend, and new talent had to be found and built up to a point of universal public acceptance. In commercial broadcasting today, the average client using a large appropriation on an extensive network or spot campaign is much more interested in buying names than in the process of building and exploiting original talent. But Mr. Bergh, now at the helm of the radio department of Lennen & Mitchell, New York, believes that this day is passing—largely because so many high-priced names have been flashed in front of the microphone and have failed to "take." Since the number of established celebrities who are unquestioned successes on the air is definitely limited, sponsors cannot go on forever without finding new material.

In his recording days Mr. Bergh was responsible for selecting the material to be recorded, as well as for choosing talent and negotiating contracts with the artists. This applied to both the classical and popular catalogues.

About 20 years ago Mr. Bergh headed the program service of the first "wired music" enterprise in this country—or, so far as is known, anywhere. The New Jersey Herald Telephone Co., of Newark, utilizing the lines of the local Bell Telephone Co., piped "live" programs to their subscribers, from 8 a. m. to midnight, seven days a week, for a daily lease charge of five cents for the head-sets employed. During the year that this enterprise lasted, it presented such artists as Billie Jones and Ernie Hare, Reinald Werrenrath and Nevada Van der Veer. The first violinist in the orchestra was Nat Finston; the pianist was Nat Shilkret.

Mr. Bergh was responsible also for the first talkies ever made. They were synchronized film and disc, for in those days nobody ever dreamed of photographing the sound track at the side of the pictures. The first production, made in collaboration with the Thomas Edison laboratories, was a condensed version of Gounod's "Faust," with Ernest Torrence as Mephistopheles, and with Billie Jones in the chorus. Later, working with Dr. Lee de Forest for a year, Mr. Bergh produced the first talkie made on film.

Plied with the suggestion that he is a ready-made director for television, Mr. Bergh answers that today, with trends in popular taste in every field of entertainment changing so rapidly, scarcely any one man can keep abreast of the trend in more than one field. In radio he sees rapid changes, largely in the intangible factors that enter into program building—changes so rapid that a good commercial presentation of two years ago would seem dated and unacceptable today.

Mr. Bergh's background was entirely musical. He played in the New York Symphony Orchestra as first violinist under Walter Damrosch, and in the same capacity at the Metropolitan Opera House under Toscanini. He has played under practically all the greatest conductors of the last 25 years, and today idolizes Toscanini as by far the greatest of them all. From these positions he went into the conducting field, and in one summer season gave a series of 70 symphony concerts in Central Park, New York.

From his experience during this time, as well as from that gained in the recording field, he is positive that the American public is much more discriminating than it is given credit for being. During the Central Park season, he received hundreds of requests for little-known overtures, symphonic poems, symphonies and concerti, and only one for a comic opera excerpt. Among those who prefer different types of entertainment, he believes that correspondingly high standards of judgment apply.

Despite his long association with classical music, Mr. Bergh would not recommend a symphonic program for a commercial broadcast series, unless there were special circumstances which made it advisable to appeal to an audience that is sharply defined from the standpoint of numbers and purchasing power.

During the two years he was at Young & Rubicam he was responsible for the True Story Hour, the Postum Football Show, and Eugene Ormandy's "Dutch Masters" series.

In March, 1933, he joined Lennen & Mitchell, primarily to handle the Old Gold radio campaign, and built the Fred Waring show during which the popular band leader reached the peak of his popularity. Since then he has been directing the two Woodbury series, one with Bing Crosby and the other "Dangerous Paradise," and the Hind's Hall of Fame, which has brought John Barrymore, Lucrezia Bori and Clark Gable, among others, to the microphone.

PERSONAL NOTES

FRANK E. CHIZZINI, former vice president of the Robert E. Ramsay Organization, Inc., on May 1 joined the promotion staff of NBC in New York. Before joining Ramsay, Mr. Chizzini was assistant to the sales and advertising manager of Public Service Cup Co., now the Lily-Tulip Cup Corp., in charge of creative plans, dealer relations, advertising and production.

JOHN COWLES, vice president of the Iowa Broadcasting Co., operating KSO, Des Moines, and KWCR, Cedar Rapids, has been elected a director of the Associated Press as publisher of the *Des Moines Register and Tribune*. Also newly elected an A.P. director was Paul Bellamy, publisher of the *Cleveland Plain Dealer*, which operates WHK, Cleveland, and WAIU, Columbus.

PHILIP G. LASKY, director of KDYL, Salt Lake City, has been elected president of the Salt Lake Advertising Club.

KENNETH L. EDE, former sales promotion manager of WGAR, Cleveland, has been appointed publicity director of the Cleveland Electrical League.

LEO J. FITZPATRICK, general manager of WJR, Detroit, has been elected president of the Adcraft Club of Detroit.

JACK LEWIS, head of script service for Radio Release, Ltd., Hollywood transcription group, was married late in April to Frances Brown, film writer.

FRANK E. MULLEN, NBC director of agriculture, is co-composer with Walter Blaufuss, NBC orchestra conductor, of a recently released composition "Trail's End," which was broadcast in the NBC Farm and Home Hour April 20.

WILLIAM H. FINESHRIBER, JR., a member of the CBS New York publicity staff for three years, has resigned to take charge of bookings at Carnegie Hall, New York.

BOB HOLT, formerly announcer at KMOX, St. Louis, has been named manager of KFRU, Columbus, Mo.

PAUL W. MORENCY, general manager of WTIC, Hartford, who has been ill for more than a year suffering from war wounds, is now well on the road to recovery, according to reports from his home, No. 1 Kingswood Road, Hartford.

MISS JUDITH WALLER will be in charge of NBC activities at the Century of Progress, Chicago, again this year. She will have as her assistants Robert Barrett, Jr., and Mrs. William Siegmund.

HOMER HOGAN, manager of KYW, has been reelected president of the Chicago Broadcasters Association. Sen Kaney, NBC, was reelected vice president, and W. E. Hutchinson, WAAF, was reelected secretary. Glenn Snyder, WLS, was named to the board of directors.

ROBERT S. ELLIOTT, formerly with the Scripps-Howard organization, has joined the staff of KGB, San Diego, Calif.

C. T. LUCY, general manager of WRVA, Richmond, Va., is recuperating from an operation for appendicitis.

CHARLES G. BURKE, commercial manager of WDAY, Fargo, N. D., has retired as a director of the Fargo Rotary Club.

JEAN SHIRK, secretary to J. L. Kaufman, while he was general manager of WCAE, Pittsburgh, has gone to New York to assume her former duties for Mr. Kaufman, now executive of the American Radio News Corporation.

W. C. GILLESPIE, general manager of KTUL, Tulsa, Okla., and Mrs. Gillespie are parents of a son, William McNeale, born April 26.

E. J. DRUCKER, former branch manager for United Artists, has joined the sales staff of KDYL, Salt Lake City.

A. W. JOHNSON, former vice president of WOWO-WGL Sales Service, Inc., Fort Wayne, Ind., has joined the commercial department of KFEL, Denver.

LLOYD M. BROWN, formerly manager of KMAC, has joined the staff of WOAI, San Antonio, Tex.

W. C. STANDISH, formerly with WXYZ, Detroit, has joined the staff of Walker & Co., outdoor advertising, Detroit.

READ H. WIGHT, former radio director of H. W. Kastor & Sons, Chicago, has joined the Chicago staff of World Broadcasting System.

JOHN NESS, former promotion man for the *Los Angeles Times*, who was appointed manager of KMTR, Hollywood, in April, resigned after two weeks in that position.

KEN CHURCH, former salesman for KMOX, St. Louis, has been promoted to sales manager, to succeed Chris Hetherington.

GERARD McDERMOTT has been added to the sales staff of the NBC Chicago division.

CECIL UNDERWOOD, assistant program director of NBC, San Francisco, has been transferred to the NBC studios on the RKO lot in Hollywood, where he will produce some of the transcontinentals, emanating from there. He will remain in Hollywood several months before returning to San Francisco.

ED HARVEY, program director of WCAE, Pittsburgh, has been transferred to WISN, Milwaukee, and David Olson, music librarian at WCAE, promoted by Fred A. Weston, general manager of WCAE, to succeed Mr. Harvey.

HARVARD MacINTYRE, continuity and publicity chief at KOIN, Portland, Ore., and Mrs. MacIntyre are parents of a daughter, Sally Jean, born March 28.

BEHIND THE MICROPHONE

GEORGE C. ("NICK") DAWSON, program producer and until April 20 the star of "Dangerous Paradise" opposite Gertrude Hitz, underwent an operation May 5 in Park East Hospital, New York. He is progressing favorably, but may have to stay in the hospital for several weeks. The illness results from a wound received several years ago.

GEORGE D. SNELL, Jr., announcer at KDYL, Salt Lake City, and Mrs. Snell are parents of a son, George Dixon, IV. Mrs. Snell was formerly traffic manager at KDYL.

BILL ADAMS, former announcer at WICC, Bridgeport, Conn., in April joined the announcing staff of KIEV, Glendale, Cal.

GENE AUSTIN, accompanied by "Candy and Coco," are in Los Angeles and in April started a program on KFI.

VELVA DICKINSON has left NBC, San Francisco, to return to KGW, Portland, Ore.

DOLPH OPFINGER, studio manager of WOR, and Miss Marianna Guida, secretary of the program director, were married at St. Gregory's Roman Catholic Church, New York, April 7. They kept it a secret a month.

JOHN WILBURN, veteran announcer of WBAL, Baltimore, was called in to assist Clem McCarthy, noted turf announcer of NBC, in covering the running of the Preakness at Pimlico May 12.

HAROLD GRAY, announcer of WJSV, Washington, and Pat Ickler, secretary for Fox Films in Washington, were married in Baltimore, May 1.

GLENNON HARDY, announcer of KNX, Hollywood, early in May motored to St. Louis because of the illness of his mother in that city.

JACK CARRINGTON has returned to Los Angeles to announce the midnight shift for KFAC.

JAMES COOK, of the Chicago NBC press staff, was hit by a taxi on April 26, suffering face and body injuries.

EVELYN HALE, secretary of Frank Mullen, and program director of the NBC Farm and Home Hour, was operated on for appendicitis April 24.

VAN ALSTYNE FLEMING, formerly with the scenario department of Fox Films in Los Angeles, and with Don McNeill the former producer of Quaker Oats' "Van and Don" program on NBC, has joined the production and continuity staff of KGW and KEX, Portland, Ore.

MICHAEL GALLAGHER, formerly of KFPL, Dublin, Tex., has joined the announcing staff of KTAT, Ft. Worth. Charles Casper, high school sprint star, is now KTAT sports announcer.

ARTHUR N. MILLET, formerly of WRR, Dallas, and WIND, Gary, Ind., has joined the announcing staff of WGN, Chicago.

RUSS JOHNSTON, announcer and master of ceremonies at KFAC, Los Angeles, was married to Lee Lawrence several weeks ago, but kept the ceremony secret until late in April.

ROY KELLOGG, partner in Campbell, Kellogg and Lohr, Los Angeles radio production agency, was chairman for the April meeting of the Los Angeles Advertising Club.

JAMES DAVENPORT, announcer of WSB, Atlanta, and Mrs. Davenport are parents of a son, their second, born late in April in his home town of Americus, Ga.

ALLAN SAVAGE and Stan Switzer, former announcers with CFCA, Toronto, and CKTB, St. Catherines, Ont., have been assigned by the Canadian Radio Broadcasting Commission to CKLW, Windsor, which the Commission will shortly take over.

TRENT MEREDITH, formerly with the Los Angeles office of the Music Corporation of America, late in April joined the Thomas Lee Artists' Bureau at KHJ, Los Angeles. His special duties will be to act as representative for the orchestra bookings on the coast.

HARRY CARLSON, formerly of WMCA, New York, is now production manager at WNEW, New York.

ROBERT De HAVEN has been promoted to program manager of WTMJ, Milwaukee.

KEN KENNEDY, announcer at WDAY, Fargo, N. D., has been promoted to program director, and Allan W. McKee, formerly of WOC-WHO, Des Moines, has joined the announcing staff.

JOHN W. MILLER, has been added to the production staff of the Chicago NBC division.

HENRY C. KLEIN, head of the CBS Chicago continuity staff, addressed the radio writing class of Medill School of Journalism, Northwestern University, Chicago, April 23. This was Mr. Klein's third annual lecture before the class.

WYNN WRIGHT, for the last four years at WJR, Detroit, has been added to the production staff of the NBC Chicago division.

IN THE CONTROL ROOM

JOSEPH A. CHAMBERS, technical supervisor of WLW and WSAI, was scheduled to give an illustrated lecture, with motion pitcures, on the new 500 kw. plant of WLW before the Washington Section of the Institute of Radio Engineers, May 14.

O. B. HANSON, NBC chief of engineering operations, lectured before the Philadelphia chapter of the Institute of Radio Engineers the week of May 7 on the problems of construction involved in the NBC studios in Radio City.

ED LUDES, chief of sound effects of NBC, San Francisco, has been transferred to the announcing staff, succeeding Milton Wood, resigned. Jerry McGee, former assistant sound effects chief, has been promoted to chief, and James Ryan has been promoted to assistant.

J. PAYTON VEATCH, technician at KFEL, Denver, has just completed a 350-watt amateur station, W9CJJ.

LEWIS D. STEARNS, relief control operator at KDYL, Salt Lake City, has been added to the permanent radio staff of the local Air Mail Corps.

GEORGE FURTNEY, formerly connected with several Missouri stations, has joined the engineering staff of KTAT, Ft. Worth.

GRAHAM TEVIS, former audio engineer, has been appointed chief engineer of KMOX, St. Louis.

SOL FLEISCHMAN, announcer-operator of WDAE, Tampa, returned April 29 from a week's vacation in Atlanta, where he handled a number of programs over WGST.

GEORGE C. CONNOR has joined the Hygrade Sylvania Corp. as resident engineer in New York.

JOHN MARTIN, of the maintenance department, NBC Chicago division, and Mrs. Martin are parents of a son, born April 13.

FRED H. THEEDE has been added to the maintenance staff, NBC Chicago division.

KFEL
Keeps
Friendly
Ears
Listening

K·F·E·L — — —
500 WATTS
920 K. C.
•
HOTEL ALBANY
DENVER, COLO.
•
OWNED AND OPERATED
BY
GENE O'FALLON

The Denver station that VARIETY says: "is actually tops in real showmanship"—covers the most thickly populated area of Colorado—with a Primary Area of thirty miles surrounding Denver County.
40% of Colorado's BUYING PUBLIC is concentrated in this Primary Area. . . .We sell the BUYERS—not the tumbleweeds and mountains . . . and we do it with only 500 watts . . . and that allows us to treat your advertising dollar with the utmost respect.
Our complete staff is Sales Trained. . . . We're all salesmen, and want to do a job of selling for YOU.

DENVER

KOA—NBC Outlet—
12,500 Watts

KFEL
500 Watts

KLZ—CBS Outlet—
1,000 Watts

To put programs on the air

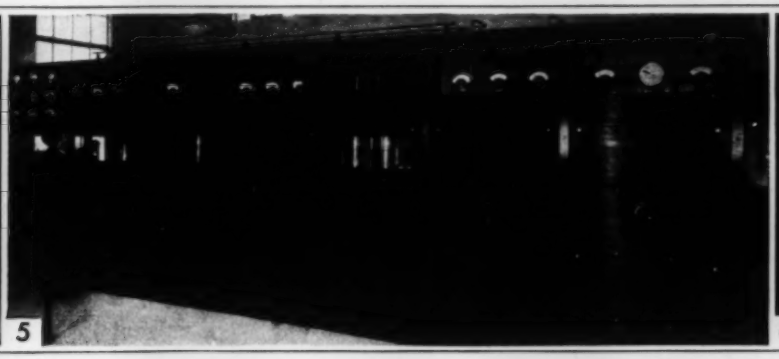
1

2

3

at their *best* . . . rely on equipment

4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made by the Leader in Sound!

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Whether your station is large or small, Western Electric makes highest quality apparatus to meet your every need.

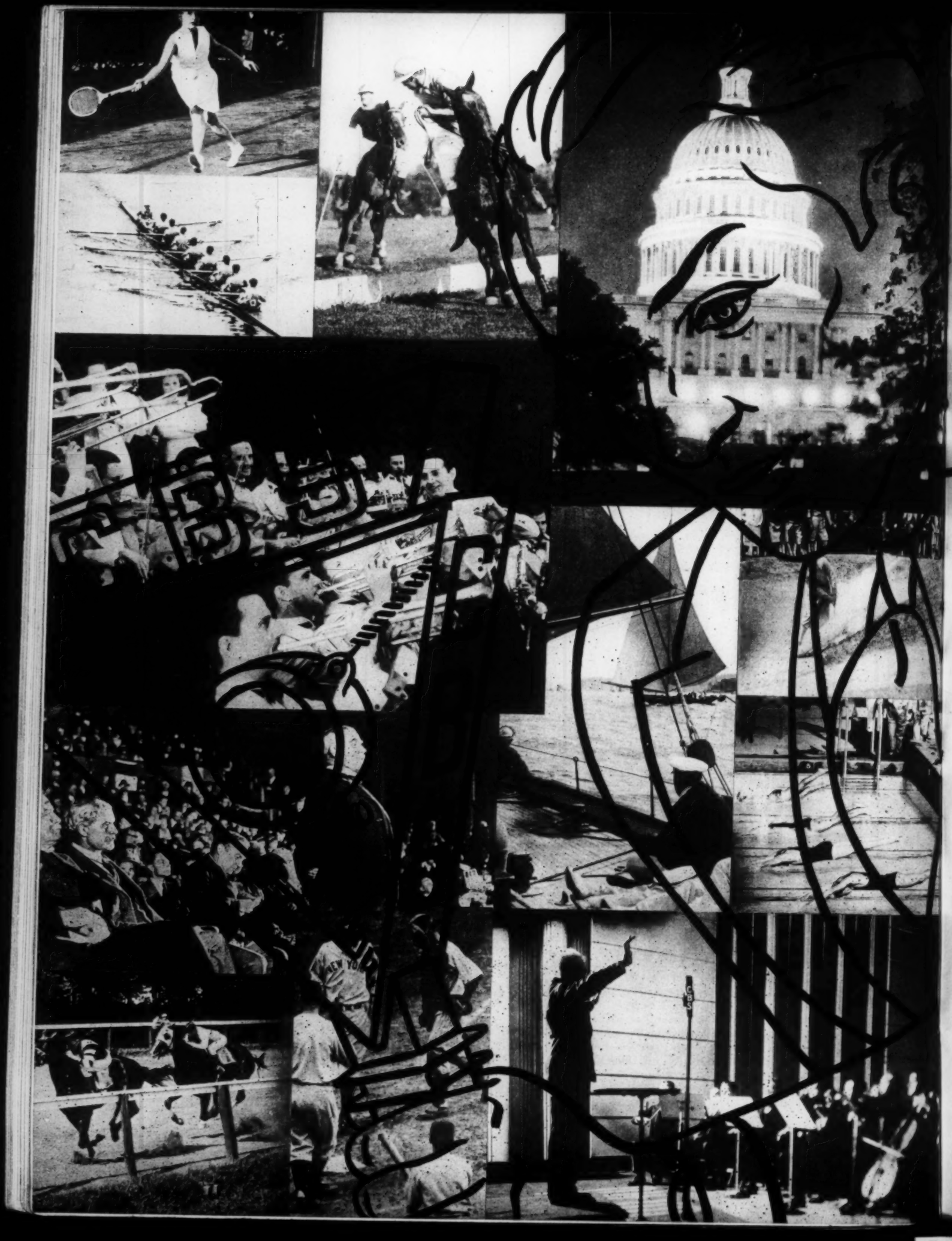
Above you'll see: (1) Moving Coil Microphone, (2) Tubes for every purpose, (3) All AC operated audio amplifiers, (4) 15A Speech Input for station use, (5) 50 KW transmitter, (6) Synchronizing Systems for common frequency broadcasting, (7) 9 Type Speech Input for studio use, (8) 100 Watt Transmitter and 1000 Watt Amplifier, (9) Frequency Monitoring Unit.

For full information, write Graybar Electric Company, Graybar Building, New York.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by* GRAYBAR *Electric Company



SUMMER THRILLS

FOR CBS LISTENERS....MEAN PEAK SUMMER RESPONSE FOR RADIO-SALES-STATION ADVERTISERS

Baseball...racing...tennis...golf...the epic drama of national and international events, and the seasonal highlights in music: Columbia crowds the summer schedule with irresistible attractions for the radio audience!

CBS stations broadcast more hours of network programs than the stations of any other network. This pioneering CBS policy will be pushed to a new high in summer-1934. For radio is part of the vacation: Radio—and only radio—diverts, amuses—and demands no effort of the listener. Only radio needs no forwarding address to deliver your sales message to the beach, the farm, or the mountains.

Radio Sales Stations are dominant outlets of the Columbia Broadcasting System. They deliver maximum audiences in twelve major markets—accurately mapped and audited by Columbia's Research Department. Through one or all of these stations you can sell a bigger audience *this* summer than in the so-called "peak months" of any previous winter.* Further you know in advance how many listeners you will reach, where they are, what they spend. And, obviously, you reach them with the utmost prestige and impact through key affiliates of the largest radio network in the world. For full information, call Radio Sales, Inc., or any of the Radio Sales Stations listed below.

* *See "Study of the Summer-1934 Radio Market" by C.B.S.*

RADIO SALES, INC. SUPPLIES A COMPLETE SERVICE FOR LOCAL AND "SPOT" BROADCASTING OVER THE MAJOR C.B.S. STATIONS LISTED HERE

RADIO SALES, INC.

485 MADISON AVENUE, NEW YORK CITY · PHONE PLAZA 3-2320
410 NO. MICHIGAN AVENUE, CHICAGO · PHONE WHITEHALL 6000

WABC NEW YORK	WPG ATLANTIC CITY
WBBM CHICAGO	WFBL SYRACUSE
WKRC CINCINNATI	KMOX ST. LOUIS
WJSV WASHINGTON	KHJ LOS ANGELES
WBT CHARLOTTE	KGB SAN DIEGO
WCCO MINNEAPOLIS-ST. PAUL	KFRC SAN FRANCISCO

XUM

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WLS, Chicago: Jel Sert Co., Chicago (Flavorade), 15 minutes weekly, 13 times, thru Rogers & Smith, Chicago; United Drug Co., Boston (Rexall), 15 minutes, 5 times, Street & Finney, Inc., New York; Reliance Mfg. Co., Chicago (Big Yank work shirt), renewed 15-minute programs weekly, 13 times, Carroll Dean Murphy, Chicago; Standard Oil Co., Chicago, 8 transcription announcements, McCann-Erickson, Chicago; Carter Medicine Co., New York (proprietary), 3 announcements weekly, 52 weeks, direct; General Mills, Inc., Minneapolis (Wheaties), 30-minute program once weekly, 3 times, Blackett-Sample-Hummert, Chicago; Perfection Stove Co., Cleveland (refrigerators), 5-minute transcriptions 13 times, McCann-Erickson, New York; U. S. School of Music, New York, renewed 5-minute transcriptions, 13 times, Rose-Martin, Inc., New York; Dodge Bros. Corp., Detroit, 2-minute announcements, 12 times, Ruthrauff & Ryan, New York; Pontiac Motor Co., Pontiac, Mich., 30 transcription announcements, Campbell-Ewald Co., Detroit; Chris. Hansen's Laboratories, Little Falls, N. Y. (Ice-Cre-Mix), 3 announcements weekly, 9 weeks, Mitchell-Faust Co., Chicago; Horse & Mule Association of America, Dallas, 6 announcements, Carpenter-Rogers, Dallas; Associated Serum Producers, Inc., daily announcements, 17 weeks, R. J. Potts & Co., Kansas City.

WOAI, San Antonio: Kerr Glass Mfg. Corp., Sand Springs, Okla. (fruit jars), twice weekly transcriptions, 13 weeks, thru Rogers-Cane Advertising Agency, Tulsa, Okla.; Dr. Pepper Co., Dallas (beverage), 78 daily transcriptions, Tracy-Locke-Dawson, Dallas; Blatz Brewing Co., Milwaukee (Blatz beer), 26 daily announcements, Klau-Van Pieterson-Dunlap Associates, Inc., Milwaukee; Knox Co., Kansas City (Cystex), 26 Sunday transcriptions, Dillon & Kirk, Kansas City; National Toilet Co., Paris, Tenn. (Nadinola face powder and cream), 3 quarter hours weekly, 26 programs, Roche, Williams & Cunnyngham, Chicago; Armand Co., Des Moines (cosmetics), 13 weekly transcriptions, N. W. Ayer & Son, N. Y.; Buick Motor Co., Detroit, 30 announcements, Campbell-Ewald Co., Detroit; Pontiac Motor Co., Detroit, 30 transcriptions, Campbell-Ewald Co., Detroit.

KFI, Los Angeles: Gillette Razor Co., Boston, 36 announcements, renewal, WBS; J. Parker Pray, Inc., New York (Diamond nail enamel), 30 announcements, J. Walter Thompson, N. Y.; Hills Brothers, San Francisco (coffee), 13 5-minute transcriptions, renewal, MacGregor & Sollie, San Francisco; Numismatic Co., Ft. Worth (old coins), 3 quarter-hours, Guenther-Bradford Co., Chicago; Pontiac Motor Co., Detroit, 30 announcements, Campbell-Ewald Co., Detroit; Armand Co., Des Moines (cosmetics), 5 transcriptions, Reincke-Ellis-Younggreen & Finn and A. T. Sears & Son, Chicago; Central Shoe Co., St. Louis (Robin Hood shoes), 10 quarter-hour transcriptions, renewal, Jimm Daugherty, St. Louis; Reo Motor Car Co., Lansing, Mich., 13 announcements, Maxon, Inc., Detroit.

WXYZ, Detroit: Frozen Desserts, Inc., Chicago (Ice-Cre-Mix) on April 24 started orchestra recordings, three 15-minute morning periods weekly, thru Roche, Williams & Cunnyngham, Chicago.

WOW, Omaha, Nebr.: Avocado Soap Co., Omaha, transcription twice weekly, thru Norman Kirschbaum, Omaha; California Packing Co., San Francisco (Del Monte salmon), twice weekly transcriptions, SHB; Dietary Foods Co., Minneapolis (Dietene), 6 announcements weekly, Critchfield-Graves Co., Minneapolis; Dodge Motor Co., announcements, Ruthrauff & Ryan, N. Y.; Gillette Razor Co., 14 transcriptions, WBS; Hills Brothers, San Francisco (coffee), 5 announcements weekly, N. W. Ayer & Son, N. Y.; Knox Gelatine Co., Johnstown, N. Y., 2 announcements weekly, Federal Advertising Agency, N. Y.; Maybelline Co., Chicago (cosmetics), announcements, Kramer-Krasselt Co., Milwaukee; Nash Motors Co., Kenosha, Wis., announcements, SHB; Pennzoil Co., Kansas City, 2 announcements weekly, Ruthrauff & Ryan, N. Y.; Pontiac Motor Co., Detroit, 6 announcements weekly, Campbell-Ewald, Co., Detroit; Quaker Oats Co., Chicago (cereal), announcements. WGN, Chicago: Armand Co., Des Moines (cosmetics), 13 quarter-hour transcriptions, effective May 21, thru N. W. Ayer & Son, New York; Swift & Co., Chicago (ice cream), daily time signals, 17 weeks, direct; Wieboldt Stores, Chicago, daily time signals 52 weeks, direct; Miller & Co., Chicago (furs), daily weather reports, direct.

WHAS, Louisville: A. H. Lewis Medicine Co., St. Louis (Tums), 13 transcription announcements, thru Ruthrauff & Ryan, Chicago; Better Homes and Gardens Magazine, Des Moines, announcements, Coolidge Advertising Co., Des Moines; Pontiac Motor Car Co., Pontiac, Mich., 30 transcription announcements, Campbell-Ewald, Detroit.

KTHS, Hot Springs, Ark.: Pontiac Motor Car Co., Pontiac, Mich., 30 transcription announcements, thru Campbell-Ewald Co., Detroit; Metro Art Studios, New York (photo enlargments), 5-minute programs, indefinite period, Frederick W. Ziv, Inc., Cincinnati; Dr. Pepper Co., Dallas (soft drinks), 78 transcription announcements, Tracy-Locke-Dawson Co., Dallas.

WBZ-WBZA, Boston-Springfield: Thomas W. Emerson Co., Boston (seeds), weather reports, 8 weeks, thru Broadcast Advertising, Boston; Gold Redeeming Corp. of America, Boston, participation program, 13 weeks, David Malkiel Advertising Agency, Boston; Kellogg Sales Co., Battle Creek, Mich. (cereal), half-hour weekly, 2 weeks, Chambers & Wisewell, Boston; Cleveland Steel Products, Cleveland (oil burners), participation program, 1 year, Gill Publications, Boston; Ball Brothers, Muncie, Ind. (fruit jars), participation program, 13 weeks, Applegate Advertising Agency, Muncie, Ind.; Williams & Carleton Co., E. Hartford, Conn. (root beer extract), weather reports, 10 weeks, William B. Remington, Inc., Springfield; John E. Cain Co., Cambridge (mayonnaise), half hour weekly, 52 weeks, Chambers & Wisewell, Boston; Spencer Chain Stores, Boston, time signals, 13 weeks, Chambers & Wisewell, Boston.

KNX, Hollywood: Gilmore Oil Co., Los Angeles, 2 announcements daily, 1 week, thru Botsford, Constantine & Gardner, Los Angeles; Dodge Motor Co., Detroit, daily announcements, Ruthrauff & Ryan, N. Y.; Numismatic Co., Ft. Worth (old coins), 1 transcription, Guenther-Bradford, Chicago; Mello-Glow Co., New York (face powder), 3 announcements weekly, 3 months, Spot Broadcasting, Inc., N. Y.; Quaker Oats Co., Chicago (cereal), 13 weekly transcriptions, Fletcher & Ellis, N. Y.

KPRC, Houston: Dr. Pepper Co., Dallas (soft drink), 78 transcription announcements, thru Tracy-Locke-Dawson, Dallas; Pontiac Motor Car Co., Pontiac, Mich., 30 transcription announcements, Campbell-Ewald, Detroit; A. H. Lewis Medicine Co., St. Louis (tums), 13 transcription announcements, Ruthrauff & Ryan, Chicago.

KTUL, Tulsa, Okla.: Imperial Sugar Co., Sugarland, Tex., 3 weekly studio programs, 13 weeks, thru Tracy-Locke-Dawson, Dallas; Crazy Water Crystals Co., Mineral Wells, Tex., 3 weekly, 13 weeks.

SWIFT & CO. DISPLAY—To promote the sale of its Jewel Shortening, the big packing company used this merchandising tie-in with its WKBF broadcasts in one of Indianapolis' largest grocery stores. Swift advertises Jewel in Mrs. Farrell's WKBF Kitchen of the Air.

WHK, Cleveland: Bay State Fishing Co., Boston (40 Fathom Fish), announcements, thru Street & Finney, N. Y.; Carnation Milk Sales Co., Chicago (Gold Cross Milk), participating in foreign programs, 3 days weekly, 17 weeks. Erwin-Wasey & Co., Chicago; Ayer Co., Boston (Cherry Pectoral), 6 announcements weekly, 26 weeks, Broadcast Advertising, Boston; Scientific Laboratories of America, San Francisco (Re-Duce-Oids), 6 announcements weekly, 26 weeks, Bob Roberts & Associates, San Francisco; Dodge Motor Co., Detroit, 18 announcements, Ruthrauff & Ryan, N. Y.; Oneida Community, Ltd., Oneida, N. Y. (silverware), participations, 6 days weekly, 10 weeks, Erwin-Wasey & Co., Chicago; Vick Chemical Co., Greensboro, N. C. (Vick's Vorotone), 6 announcements weekly, 8 weeks, Moore International, Inc., N. Y.; Provident Mutual Life Insurance Co., Philadelphia, weekly transcription, 4 weeks, WBS; Carter Medicine Co., New York (liver pills), 3 announcements weekly, 52 weeks, Spot Broadcasting, Inc., N. Y.; Numismatic Co., Ft. Worth (old coins) 1 transcription; Maybelline Co., Chicago (cosmetics), 13 announcements, SHB; Dr. Miles Laboratories, Elkhart, Ind. (Alka Seltzer), 3 transcriptions weekly, 10 weeks; Gardner Nurseries, Seattle (shrubs), 6 announcements.

WRVA, Richmond, Va.: Shell Eastern Petroleum Products, Inc., New York, 20 announcements, thru J. Walter Thompson Co., N. Y.; Pennzoil Oil Co., Oil City, Pa., 16 5-minute transcriptions, Ruthrauff & Ryan, N. Y.; Maybelline Co., Chicago (cosmetics), 13 announcements, SHB; United Drug Co., Boston (Rexall products), 5 programs, Street & Finney, N. Y.; Dodge Motor Co., Detroit, 18 announcements, Ruthrauff & Ryan, N. Y.; Gardner Nursery Co., Osage, Ia., 3 five-minute transcriptions, Northwest Radio Advertising Co., Seattle; Numismatic Co., Ft. Worth (old coins), 1 transcription, SHB; Pontiac Motor Co., Detroit, 6 announcements, Campbell-Ewald Co., Detroit; Benjamin Moore & Co., New York (paints), 5 programs; McCormick & Co., Baltimore (Banquet tea), 63 announcements, Van Sant, Dugdale & Co., Baltimore.

WOWO, Fort Wayne, Ind.: Pennzoil Co., Oil City, Pa. (Motor oil), 26 five-minute transcriptions, thru Ruthrauff & Ryan, N. Y.; Vick Chemical Co., Greensboro, N. C., 33 announcements, Morse International Co., N. Y.; Dodge Motor Co., 40 one-minute transcriptions, Ruthrauff & Ryan, N. Y.; Lubrite Refining Co., St. Louis (Mobiloil and Mobilgas), 30 daily transcriptions, J. Stirling Getchell, N. Y.; Standard Oil Co., Chicago, 26 one-minute transcriptions, McCann-Erickson, Chicago; Gillette Safety Razor Co., 112 one-minute transcriptions, Ruthrauff & Ryan, N. Y.; Fels Co., Philadelphia (soap), 3 transcriptions weekly, 52 weeks, Young & Rubicam, N. Y.; Armand & Co., Des Moines (cosmetics), 26 transcriptions, A. T. Sears & Co., Chicago.

WDAY, Fargo, N. D.: Standard Oil Co., Chicago, daily announcements, 1 month, thru McCann-Erickson, Chicago; Mid-Continent Oil Co., Kansas City (DX gasoline), 6 announcements weekly, 52 weeks, R. J. Potts Co., Kansas City; N. D. Bee Supply Co., Moorhead, Minn. (baby chicks), 5 minutes weekly, direct; Greyhound Bus Lines, Chicago, announcements, 6 days weekly, 12 weeks, Beaumont-Hohman, Chicago; John C. Michael Co., Chicago (Mickey quilt patterns), 5 minutes weekly, 13 weeks, Broughton Agency, Chicago.

KPO, San Francisco: Armand Co., Des Moines (cosmetics), quarter hour transcriptions weekly, thru Reincke-Ellis Younggreen & Finn, Chicago; Western Co., Chicago (Dr. West's toothpaste), 3 transcriptions weekly, J. Walter Thompson, Chicago; Protective Diet League of California, Hollywood (Kelfood and Kel-Lax), quarter-hour transcriptions once weekly, J. W. Eccleston, Jr., Los Angeles.

WTMJ, Milwaukee: Great Atlantic & Pacific Tea Co., New York, 312 morning programs, thru Charles Daniel Frey Co., Chicago; Bowey's Inc., Chicago (Dari-Rich chocolate drink), 6 mornings weekly, 13 weeks, C. Wendell Muench & Co., Chicago; B. E. Buckman & Co., Madison, Wis. (market quotations), 5 afternoons weekly, 260 times, Allen Riesselbach, Milwaukee; Dodge Motor Co., 18 transcriptions, 6 weekly, Ruthrauff & Ryan, N. Y.; Educator Biscuit Co., Chicago, 5 transcriptions weekly, 65 programs, Blackett-Sample-Hummert, Chicago; Gillette Razor Co., 13 weekly transcriptions, Ruthrauff & Ryan, N. Y.; Hills Brothers, San Francisco (coffee), 15 five-minute transcriptions, N. W. Ayer & Co., N. Y.; Kellogg Sales Co., Chicago (cereals), 7 announcements; Knox Co., Kansas City (Cystex), 26 quarter-hour transcriptions, Dillon & Kirk, Kansas City; Linco Products, Chicago (Linco Wash), 52 announcements; Mid-Continental Petroleum Co., Tulsa, Okla. (motor oil), 52 one-minute transcriptions, R. J. Potts & Co., Kansas City, Mo.

WNAC, Boston: Cuban Products Co., New York (Cuban rum), racing results daily, thru Guggeln & Smith, N. Y.; United Drug Co., Boston (Rexall products), 5 transcriptions weekly, Street & Finney, N. Y.; U. S. Gutta Percha Paint Co., Providence, R. I. (paint), 21 announcements, J. Walter Thompson, N. Y.; Gold Redeeming Co. of America, Boston, temperature reports, 13 weeks, Makliel Advertising Agency, Boston; Socony Vacuum Co., New York (gas and oil), 13 transcriptions, G. Stirling Getchell, Detroit; Maybelline Co., Chicago (cosmetics), 13 announcements, Phelps-Engle-Phelps, Chicago; French Lick Springs Hotel Co., French Lick Springs, Ind. (Pluto water), 26 announcements, H. W. Kastor & Sons, Detroit; Pontiac Motor Co., Detroit, 30 announcements, Campbell-Ewald, Detroit; Kelsey High Nurseries, Bedford, Mass. (plants), 60 announcements, Harry M. Frost, Boston.

WJDX, Jackson, Miss.: Pan American Petroleum Corp., New Orleans, 54 announcements, Fitzgerald Advertising Agency, New Orleans; Plough Chemical Co., Memphis (cosmetics), 312 transcriptions, SHB; Maybelline Co., Chicago (cosmetics), 13 announcements, A. T. Sears & Son, Chicago; Pontiac Motor Co., Detroit, 10 transcriptions, WBS; Nyal Co., Chicago (Nyal Ucatone), transcriptions, A. T. Sears & Son, Chicago; National Refininig Co., Cleveland (White Rose gas), 13 announcements, Hubbell Advertising Agency; Carter Medicine Co., Philadelphia (Carter's liver pills), 156 transcriptions, Spot Broadcasting, N. Y.; United Drug Co., Boston (Rexall products), Spot Broadcasting, N. Y.; Dodge Motor Co., Detroit, 18 transcriptions, Ruthrauff & Ryan, N. Y.; McCormick & Co., Baltimore (Banquet tea), 63 announcements, Van Sant, Dugdale & Co., Baltimore; Rumford Chemical Co., Rumford, R. I. (baking powder), twice weekly transcriptions, 26 weeks, SHB; Ironized Yeast Co., Atlanta, 26 transcriptions, Ruthrauff & Ryan, N. Y.; Dr. Pepper Co., Dallas (beverage), 78 transcriptions, Tracy-Locke-Dawson, Dallas; Kerr Glass Mfg. Co., Sand Springs, Okla. (glassware), announcements twice weekly, 13 weeks, Rogers-Gano, Tulsa, Okla.

KFEL, Denver: Willard Tablet Co., Chicago, 6 transcriptions weekly, 6 months, thru First United Broadcasters, Chicago; Gardner Nursery Co., Omaha, daily announcements, Northwest Radio Advertising Co., Seattle; Armand Co., Des Moines (powder), 2 weekly transcriptions, 13 weeks, Reincke-Ellis-Younggreen & Finn, Chicago; Oneida Community, Ltd., Oneida, N. Y. (silverware), 52 daily announcements, A. T. Sears & Son, Chicago.

KTUL, Tulsa, Okla.: Davidson Biscuit Co., Mt. Vernon, Ill. (crackers), 26 weekly programs, direct; Imperial Sugar Co., Dallas, 3 times weekly, 13 weeks, thru Tracy Locke Dawson, Dallas.

"Man on the Street"

BIG DAY in Cincinnati was the opening of the season for the Cincinnati Reds of the National League. C. O. Brown, sports announcer of WKRC, planted a microphone in front to Smith-Kasson's Men's Store in downtown Cincinnati to catch comments from passersby on prospects of the home team for the season. Announcer Brown (hatless in this picture) is handling all WKRC baseball broadcasts.

KOIN, Portland, Ore.: Campbell Cereal Co., Chicago (Malt-O-Meal), 30 five-minute talks, thru Mitchell-Faust Advertising Co., Chicago; Carter Medicine Co., New York (pills), half-minute transcription, 3 times weekly, 52 weeks, H. H. Good Advertising Co., N. Y.; Dodge Motor Co., 18 five-minute transcriptions, Ruthrauff & Ryan, N. Y.; Fontana Food Products, San Francisco, 3 announcements weekly, 7 weeks, Brewer Weeks Co., San Francisco; W. P. Fuller & Co., San Francisco (paints), time signals, 1 month; Gillete Safety Razor Co., 36 five-minute transcriptions, Ruthrauff & Ryan, N. Y.; Gilmore Oil Co., Los Angeles, half-minute transcriptions, twice daily, 7 days, Walter Biddick Co., Los Angeles; Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 3 transcriptions weekly, 52 weeks, Walter Biddick Co., Los Angeles; Pontiac Motor Co., Detroit, 35 one-minute transcriptions, Campbell-Ewald Co., N. Y.; United Air Lines, Chicago, 18 five-minute transcriptions, McCann-Erickson, Chicago; Union Pacific Stages, Omaha, Neb., daily weather reports, Ernest Bader & Co., Omaha; Union Pacific Railway, Omaha, Neb., daily time signals, one month, Ernest Bader & Co., Omaha.

KDYL, Salt Lake City: Gillette Razor Co., 52 daily announcements, thru Ruthrauff & Ryan, N. Y.; Reo Motor Co., Lansing, Mich., 13 announcements, Maxon, Inc., Detroit; Numismatic Co., Ft. Worth, 2 transcriptions, Guenther-Bradford, Chicago; Gardner Nurseries, Omaha, 6 weekly programs, Northwest Radio Advertising Co., Seattle; Maybelline Co., Chicago (cosmetics), 13 transcriptions, Kramer-Krasselt Co., Chicago; MacFadden Publishing Co., New York (True Confessions), 2 announcements, Critchfield-Graves, Minneapolis.

KOOS, Marshfield, Ore.: United Drug Co., New York (Rexall products), 5 transcriptions, thru Spot Broadcasting, Inc., N. Y.; Oneida Community (Tudor plate), 52 announcements, A. T. Sears & Sons, Chicago; Crazy Water Co., 1 transcription daily for 2 months, Bob Roberts & Associates, San Francisco; Protective Diet League of California (Kelfood), 5-minute transcription, 3 times weekly for 33 weeks and 2 spot announcements weekly for similar period, J. W. Eccleston Agency, Los Angeles; Bay Motors (General Motors line of cars), 4 announcements daily for 6 months, direct; Miracle Diamonds Corp., Salt Lake City, 3 announcements daily and two 15-minute transcriptions weekly, 13 weeks, direct.

Two Use Same Site

TWO BROADCASTING stations—KEX and KGW, Portland, Ore.—soon will broadcast from the same transmitter site, one using a horizontal antenna and the other a vertical radiator. The Radio Commission has approved the application of the *Portland Oregonian*, operating both stations, to locate at the same site, using separate frequencies. KGW uses 1 kw. on 620 kc., and broadcasts from a horizontal antenna, while KEX, on 1,180 kc., will use a vertical antenna for its 5 kw. signal. Equipment of both transmitters will be in the same room. The building is on steel stilts 25 feet off the ground, to afford protection against high water.

Minit-Rub Tests

A TEST campaign for Minit-Rub has been started by Bristol-Myers Co., New York, on WJSV, Washington, to run 13 weeks from May 7. Program is titled the "Minit-Rub Revue" and is piped from New York to the CBS Washington station, Mondays, 9:30-10 p. m., EST. Agency is J. M. Mathes, Inc., New York.

John M. Hogan, Jr.

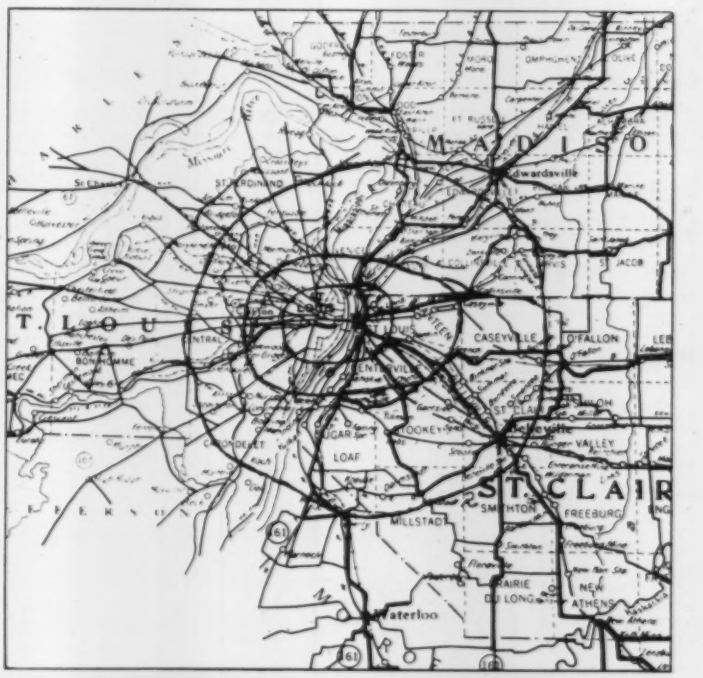
FOLLOWING a cerebral hemorrhage after singing over WHB, John M. Hogan, Jr., president of the Sendol Co., Kansas City (sedative), large spot account user, died May 1. He sang on his own advertising programs over the air, being known as "The Sendol Singer." He was 40 years old.

FREE & SLEININGER INC.
NOW DO THE DIRTY WORK!

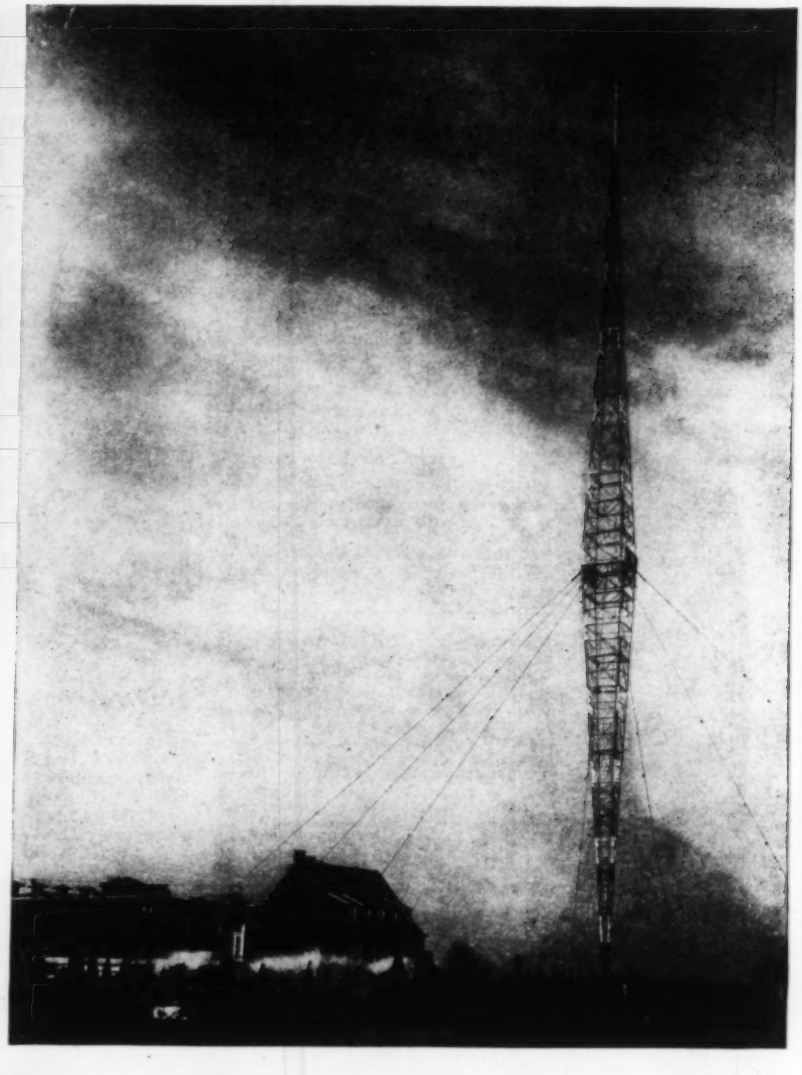
Jim Free came down the other day and 'lowed as how his outfit wanted to represent us in New York and Chicago. We said "O. K., but don't *mis*-represent us. We *don't* 'cover the universe'. We cover only about a million souls around Louisville, 450,000 of whom live practically within sight of our tower. We're N. B. C.", we said—"that's National Broadcasting Company—ALSO No Baloney Countenanced."

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K.C.

Approximately Two Million Population In WIL'S Primary Area



WIL THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.



The new 500,000 watt WLW transmitter is housed in the transmitter building in the left foreground (right). The spray pond forms a part of the cooling system through which is pumped 1,000,000 gallons of water daily to cool the vacuum tubes. The 831-foot vertical radiator antenna is also shown. (Above) Powel Crosley, Jr., makes the final inspection of the base insulator which supports the 420-ton weight of the 831-foot vertical radiator type antenna.

First Regular Broadcast of New 500,000 Watt Radio Station WLW

Increase from 50,000 to 500,000 watts makes WLW the world's most powerful commercial broadcasting station — ten times more powerful than any other station in the U. S. — with tremendously increased effective range and an audience increased many times.

NINE o'clock P. M. Eastern Standard Time . . . May 2, 1934 . . . drama . . . drama born of the dream of a pioneer in radio! Drama created in a single phrase . . . WLW, 500,000 watts, is on the air!

Out into the night, and across unbounded expanse, was hurled this phrase . . . as fast as light . . . with the speed of thought . . . hurled by a Colossus . . . an unseen giant, whose vitals were a maze of wires . . . whose brain was a bank of glowing vacuum tubes and whose strength was almost inconceivable to the reasoning of man! Ten Quadrillion! Fifty Quadrillion! Seventy Quadrillion times this phrase has been amplified before it was finally put on the air by a modern miracle . . . radio's greatest achievement . . . the materialization of a dream . . . the new 500,000 watt transmitter of Station WLW, Cincinnati, Ohio . . . owned and operated by The Crosley Radio Corporation.

Back in 1921 a little 20 watt transmitter operated from time to time under the call letters 8CR. It first made its voice heard from the experimental laboratory in the home of Powel Crosley, Jr., in Cincinnati. In 1922 its voice was silenced and a new 50 watt transmitter, to which had been assigned call letters WLW, was introduced ceremoniously from the then small Crosley plant.

In 1922 this 50 watter was front page news . . . in 1934 the Crosley 500,000 watter is front page news!

Speeches from the lips of the mayor and other prominent Cincinnati officials ushered in this undreamt miracle of 50 watts in 1922. At times listeners two hundred miles away were hearing the Crosley station! Unbelievable! Many laughed! Hardware stores were already beginning to stock radio parts. Crosley had already entered the business of manufacturing radio receiving sets. The new 50 watt WLW was to provide programs for them.

There was static in those days just as there is now. A feeble 50 watts could not do much against atmospheric disturbances. Static eliminators were talked about and then was born in Crosley's mind the idea of using more power . . . more and more

power to cut cleanly through static and man-made forms of electrical interference.

WLW's first studio housed this 50 watter, its operator, the artists, and the President of the company himself who at first did the announcing. A few months later WLW stepped up its power to 500 watts, then equal in power to any broadcasting station in the country. More celebrating . . . fewer laughs . . . radio was becoming a serious business! Unbelievers were being converted! It looked then for a while as if broadcasting stations everywhere would be limited to 500 watts . . . mere local stations . . . never mind those who lived in rural communities. Then came into being the term "super-power" . . . quite a bone of contention at one of the early radio conferences in Washington. Crosley was one of the strongest advocates of the attempt to use 5,000 watts. It was finally decided in Washington to permit the use of such power experimentally.

One evening in 1925 radio listeners wondered what had happened to WLW. They listened to a new station. The first of the 5,000 watters was so loud, so clear, that they had to turn the volume control down. WLW was dedicating the first 5,000 watt super-power transmitter . . . the most powerful regularly operated broadcasting station in the world.

Studios were still in Cincinnati . . . but what was this talk about the transmitter being in Harrison, Ohio? Why wasn't it in Cincinnati? That was another step in the progress of radio broadcasting . . . the first transmitter to be located in an isolated spot to avoid interference in thickly populated areas . . . the pioneering step that made possible the use of super-power.

About this time the public really began to be conscious of commercial programs, started by an early network, followed by the technique of the development of individual programs by radio stations. An income to radio stations meant an ability to pay for talent. Paid talent meant a definite improvement in the quality of programs. WLW had already acquired its first paid staff orchestra, new studios, fewer drapes, more ventilation. Listeners appreciated the vast improvement in WLW programs. Sponsors appreciated the increase in sales even in 1925.

50 watts . . . 500 watts . . . 5,000 watts. What next? Was it possible to duplicate that ten-fold increase again? Important radio engineers were doubtful. That former unfounded fear of super-power again became prevalent. But those same listeners needed better service . . . advertising sponsors deserved a greater coverage for their message to consumers . . . Crosley fought . . . and on May 25, 1928 . . . Crosley won!

50,000 watts authorized by the Federal Radio Commission to Station WLW for experimental broadcasting!

On October 29, 1928, a ship at sea bounced over the waves to the music of a symphony . . . a Californian reached for his log-book to identify a new station . . . a Maine fisherman wondered why he hadn't tuned in to 700 kilocycles before . . . and a hundred wires came from Louisiana . . . THE NATION'S STATION was saying its first words, and singing its first song!

THE NATION'S STATION! A fitting tribute to a pioneer in radio!

The Crosley Cavalcade marches ON!

Another ten-fold increase! A half-million watts!

The same old story Unbelievers! Doubters! A hundred thousand watts, perhaps . . . but five hundred thousand! It wouldn't work! It did work!

It took technical genius to harness this giant. Like a dinosaur of the past, this gargantuan of the future had to be tamed to the service of man.

Five hundred thousand watts . . . thousands of volts . . . wires in a brilliant entanglement . . . tubes of gigantic proportions, all bowing to the delight and education of mankind.

Shooting eight hundred and thirty-one feet into the air, WLW's vertical radiator antenna tower pierces the sky . . . land's end to 500,000 watts!

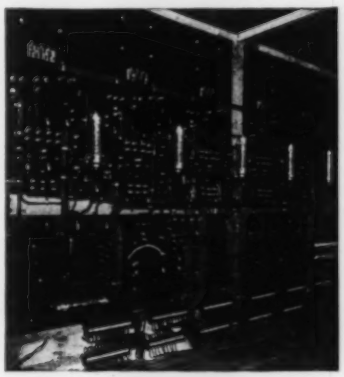
Symbolical? Very!

Mute expression of the obligation that Powel Crosley, Jr., feels toward every listener who has come to turn to WLW on the dial as naturally as one turns to a familiar and friendly face.

The layman takes the power of the sun for granted. The scientist knows it. Soon, the radio listener will take the tremendous power of 500,000 watts for granted. Engineering genius will know it.

Like a knife wielded by a giant, its signal will cleave through atmospheric disturbances . . . static will die by the wayside . . . every night in the year will bring clear reception to those who listen to WLW.

A sharper signal . . . no overlapping into other bands . . . no interference with other stations . . . the ignoring of distance.



A rear view of the control relay panel for the new 500,000 watt WLW amplifier showing the highly complicated wiring.

500,000 watts increases the service area of WLW many times. Those knowing the already vast service area of the 50,000 watt transmitter will appreciate this. Listeners in remote sections of the country, where broadcasting is ordinarily unreliable and unsatisfactory, will wire congratulations and thanks.

The structure of a giant! The rearing of a giant!

Its slender tower weighs 136 tons! A spidery web of guy wires makes a combined downpull on the porcelain insulator base of about 450 tons. And the contact surface of this insulator is only 5 inches in diameter!

831 feet high! It is called a "vertical radiator antenna." Efficiency to its tip. Eliminates waste radiation almost entirely. In the older type of antenna . . . (two towers of fair height, with wires stretched between them) . . . the electrical energy was released in an upward pattern. The vertical radiator antenna hurls its signal parallel with the earth's surface . . . few symphonies and lectures are sent to the moon!

Walk into the transmitter room — there's an audio transformer. The largest of its type ever built. Weighs 100,000 pounds. The audio transformer in the 50,000 watt transmitter weighed only a few pounds!

Power lines . . . the main artery of the giant . . . a mammoth sub-station to supply the blood-life and breath . . . enough energy consumed to light the homes in a city of 100,000 population . . . three filament machines . . . a giant water cooling system for pumping the one million gallons of water required daily to cool the various tubes . . . the glowing brains of the giant!

Cost? $400,000 over and above the cost of the original 50,000 watt transmitter, now absorbed by the giant. Operating costs? Comparable to the electric bill of a fair sized city.

Powel Crosley, Jr. and members of the Federal Radio Commission look to the new 500,000 watt transmitter of WLW as a practical laboratory for the scientific development of actual broadcasting in hitherto unexplored fields of power. Honor to the United States!

The most powerful broadcasting station in the world!

Mexico has experimented up to 75,000 watts. Russia is said to have experimented up to 300,000 watts.

But the United States? 500,000 watts! A giant which develops a super-strong signal so pure and so faithful that it is even beyond the standard now set up for the socalled "high fidelity transmission" of the future!

A giant speaks to the world. It is inanimate . . . it is neuter . . . yet it lives . . . it speaks . . . it sings.

It brings joy to the sad . . . light to the blind . . . comfort to the sick . . . it is a miraculous monument to the dream of a man who over-rode the prejudices of super-power . . . who, with courage and foresight, changed the minds of millions . . . lifted the curtain on a newer joy to mankind . . . opened new roads to advertising possibilities for industry . . .

This giant is your servant!

Advertisement

XUM

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

STUDEBAKER SALES Corp., South Bend, Ind., on May 12 started Richard Himber's orchestra on 38 CBS stations for 13 broadcasts as follows: Saturdays, 9:30-10 p. m., May 12, 19, 26 and June 2; Tuesdays, 9:30-10 p. m., beginning June 5; rebroadcasts Saturdays 11-11:30 p. m., except June 5 and 11 when rebroadcasts will take place Tuesdays, 11-11:30 p. m. Agency: Roche, Williams & Cunnyngham, Chicago.

FORD MOTOR Co., Detroit (cooperating dealers) on May 10 renewed Fred Waring's Pennsylvanians and guest star on 86 CBS stations, Thursdays, 9:30-10 p. m. Same account on Aug. 5 renews same program Sundays, 9:30-10 p. m. Agency: N. W. Ayer & Son, New York.

SYRACUSE—The best bet for summer advertisers!

BLATZ BREWING Co., Milwaukee (Old Heidelberg beer) on May 10 started the Heidelberg Chorus on 6 CBS stations keyed from WBBM, Chicago, Thursdays, 10:45-11 p. m. Agency: Klau-Van Pietersom-Dunlap-Associates, Milwaukee.

WILLIAM R. WARNER Co., New York (Non-Spi) on May 9 started "Love Story Program," featuring stars of screen in dramatized love stories, on 25 NBC-WJZ and supplementary startions, Wednesdays, 9:30-10 p. m. Agency: Cecil, Warwick & Cecil, N. Y.

B. F. GOODRICH Co., Akron (tires) on May 4 started "Taxi," dramatic script show with Max Baer and orchestra on 51 NBC-WJZ and supplementary stations, Mondays, Wednesdays and Fridays, 7:45-8 p. m., series culminating with Baer-Carnera fight in Madison Square Garden June 14 which will also be sponsored. Agency: Ruthrauff & Ryan, N. Y.

ATLAS BREWING Co., Chicago (Atlas Special Brew) on May 28 starts "Singing' Sam" on 17 CBS stations, excluding New York, Mondays, 10:30-10:45 p. m. Agency: Erwin, Wasey & Co., Chicago.

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Crystals) on April 30 started Gene Arnold and the Commodores Male Quartet 17 NBC-WEAF stations, Mondays, Tuesdays and Thursdays, 12-12:15 p. m. (KOA added Mondays and Tuesdays). Same sponsor on May 7 started Maple City Four quartet on 17 NBC-WJZ stations, Mondays, Wednesdays and Fridays, 8:30-8:45 p. m. Agency: Bowman & Crane, N. Y.

HUDNUT SALES Co., New York (Marvelous cosmetics) on May 11 extended its "Marvelous Melodies" program on 23 CBS stations four more weeks, Fridays, 9:30-9:45 p. m. Agency: Batten, Barton, Durstine & Osborn, N. Y.

Northernmost Station

VADSO, Norway, will become the world's northernmost broadcasting point May 17 when CBS will carry a special relay broadcast from 2:30 to 2:45 p. m., EDST, marking the Norwegian national holiday and the opening of a new broadcasting station at Vadso, which is within the Arctic Circle and on the extreme tip of the Finmark Province near the North Cape.

BOYER CHEMICAL Co., Chicago (cosmetics) on May 6 started "Boyer Rendezvous," with orchestra and dramatic credits, on special NBC network of 19 stations keyed from WENR and including NBC-KGO network, Sundays, 5:45-6 p. m. Agency: Frederick & Mitchell, Chicago.

PURE OIL Co., New York and Chicago, on April 28 started "Pure Oil Program" with Richard Himber's orchestra, Joey Nash, DeMarco Sisters and Eddie Peabody on special NBC network comprising WEAF, WGY and WFI, Saturdays, 7:30-8 p. m. Agency: Freitag Advertising Agency, Chicago.

GLOBE GRAIN & MILLING Co., Los Angeles (flour, etc.) on April 3 renewed its Cooking School on 8 Don Lee-California stations, Tuesdays and Thursdays, 9:30-9:45 p. m., PST. Agency: Dan B. Miner Co., Los Angeles.

THE KNOX Co., Kansas City (Cystex) on April 22 renewed "Doc Savage's Adventures," dramatic serial, on 8 Don Lee-California stations, Sundays, 4-4:15 p. m., PST. Agency: Dillon & Kirk, Kansas City.

ROCKET GASOLINE Co., Los Angeles, on April 2 renewed the "Rocketeers," military band, on 12 CBS-Don Lee stations, Mondays and Fridays, 7:30-7:45 p. m., PST. Agency: Beaumont & Hohman, Los Angeles.

ILLINOIS MEAT Co., Chicago (Broadcast Corned Beef Hash) on April 24 renewed the "Lone Ranger," western drama, on 7 Michigan Network stations, Tuesdays, Thursdays and Saturdays, 8:30-9 p. m., CST. Agency: none.

AMERICAN BREWING Co. of Michigan (Cream Top Beer) on April 27 started "An Evening at Home," musical with Paul Frederick as master of ceremonies, on 7 Michigan Network stations, Fridays, 8-8:30 p. m., CST. Agency: none.

Mackay Radio Appoints Admiral McNamee Head

REAR ADMIRAL Luke McNamee, now president of the Naval War College at Newport, R. I., will become president of the Mackay Radio & Telegraph Co., July 1 upon his retirement from the Navy. Clarence H. Mackay becomes chairman of the board, and Ellery Stone remains as executive vice president and general manager. Admiral McNamee has had a distinguished career in the Navy since his graduation from Annapolis in 1892.

RCA Earns Profit For First Quarter

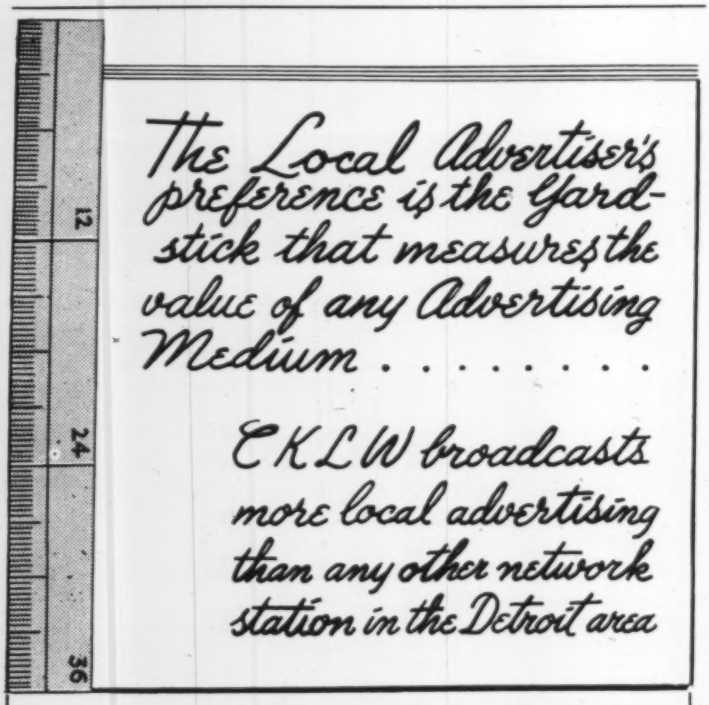
Mr. Sarnoff

RCA EARNED a net profit of $1,235,725 during the first three months of 1934, compared with a loss of $478,164 for the corresponding quarter of the preceding year, David Sarnoff, RCA president, reported at the annual meeting of stockholders in New York May 1. Profit for the first quarter of 1934, he said, was $24,448 ahead of that for the final quarter of 1933, notwithstanding the fact that the final quarter of the year generally produces the larger income.

The RCA balance sheet, Mr. Sarnoff said, showed that the organization now has had six months of profitable operation, following 18 months of greatly depressed business and declining income. Gross business increased from $13,222,000 for the first quarter of 1933 to $19,134,000 for the first quarter of 1934, a gain of 45 per cent. RCA also improved its cash position, the balance sheet as of Dec. 31, 1933, showing cash and marketable securities of $20,545,000 compared with $22,800,000 on March 31, last, or an increase of $2,255,000.

Mr. Sarnoff said the company has had good market response to offerings of all-wave receivers and it expects continued improvement in set sales this year. Because of the diversification of its activities and its development of new services and products, he said, RCA is "certain to benefit from any general improvement in business conditions at home and abroad."

Mr. Sarnoff said no bonuses have been paid to officers of the parent company since 1930. Of about 20,000 employes of RCA and its subsidiaries, he said, only 54 received $10,000 or more a year and only four receive more than $25,000. The highest salary is his own—$51,250 per annum—which he pointed out is less than he received in 1929 as executive vice president. He said that General J. G. Harbord, chairman of the board, on his own recommendation, had his salary reduced from $60,000 to $48,000 in 1930. In his own case, Mr. Sarnoff declared, his salary was reduced from $60,000 to $51,250 in 1932.



The Local Advertiser's preference is the yardstick that measures the value of any Advertising Medium . . . . . .

CKLW broadcasts more local advertising than any other network station in the Detroit area

Member COLUMBIA Basic Network

CKLW

THE INTERNATIONAL STATION

5,000 Watts 840 Kc. In the Center of the Dial

Windsor offices— Guaranty Trust Bldg., Phone—4-1155

Detroit offices— Union Guardian Bldg., Phone—CAdillac 7200

FREE & SLEININGER, INC. RADIO STATION REPRESENTATIVES

CHICAGO
180 N. Michigan Avenue • Franklin 6373
NEW YORK
Chrysler Building • Murray Hill 2-3030

Now Available Locally or Sectionally

"THE ADVENTURES OF DETECTIVES

BLACK & BLUE"

Everywhere these ridiculous radio dicks score 100% in entertainment value, sustained audience and sure-fire merchandising and product-selling hook-ups

EARNSHAW-YOUNG, Inc.

GHQ for Successful Radio Programs

Hollywood 714 W. 10th St.

New York 220 E. 42d St.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Bay State Nurseries, Inc., No. Abington, Mass.
Central Shoe Co., St. Louis.
Chrysler Corp., Detroit (Plymouth & Dodge cars).
J. C. Eno, Ltd., New York (Eno's fruit salts).
Fruit Dispatch Co., New York.
Hecker-Jones-Jewell Milling Co., New York (flour).
Inecto, Inc., New York (Inecto-Rapid-Notox).
Ironized Yeast Co., Atlanta, Ga. (yeast tablets).
Chas. B. Knox Gelatine Co., Johnstown, N. Y. (Knox gelatine).
Mello-Glo Co., Boston (toilet preparations).
Oneida Community, Ltd., Oneida, N. Y. (Tudor Plate).
Paas Dye Co., Newark, N. J. (egg dyes).
Dr. W. J. Ross, Los Alimitos, Cal. (dog food).
United Air Lines, Chicago.

FREEMAN LANG transcription studios, Hollywood, have moved from 210 North Larchmont Blvd. to 1343 North Gordon St., doubling the studio capacity and technical facilities. Second floor will be occupied by west coast office of Radio Transcription Co. of America, Chicago, with Ben Crose remaining as manager. First floor will house Freeman Lang executive offices, library and shipping department. Studio facilities will include an audition room for clients, a stage, and two immense sound studies with pianos, organ, props and other standard studio equipment.

RADIO TRANSCRIPTION Co. of America has sold three series—Donald Novis, Superstitions and Pinto Pete—to the New Zealand Broadcasting Board, which controls programs of government-owned stations in that commonwealth. Deal was made through A. E. Bennett, of 2GB, Sydney, Australia, representative for Transco in Australia and New Zealand.

RADIO RELEASE, Ltd., has been formed in Hollywood with Hal Huff as general manager; Captain C. Whitney Sheely as production director; Jack Lewis heading the script department and W. O. Watson, chief recording engineer. Former KMTR quarters have been taken over. Pressings will be made by Columbia Phonograph Co. The new organization has taken over the transcription activities announced by Radioscript Productions several weeks ago. Harry Vincent, executive of Radioscript, announced that his firm was entirely abandoning the transcription field, but might re-enter the agency field at a later time.

L. SCOTT PERKINS has joined the Titan Productions, Inc., recording laboratories in San Francisco as production manager in charge of local sales, coming from the radio agency field, which he entered last year after leaving NBC as a producer. Graf Brothers are installing new Brunswick recording equipment in their laboratories, which have been featuring a flexible disc.

A. H. LEWIS MEDICINE Co., St. Louis (Tums), is buying time for transcription announcements in more than 40 cities. The account is handled by Ruthrauff & Ryan, Chicago.

BETTER HOMES & GARDENS Magazine, Des Moines, used announcements on a large list of stations to announce an increase in the subscription rate, May 11. The account is handled by the Coolidge Advertising Co., Des Moines.

PONTIAC MOTOR CAR Co., Pontiac, Mich., is placing a series of 30 electrical transcription announcements in the principal markets of the country. The account is handled by Campbell-Ewald Co., Detroit.

DR. PEPPER Co., Dallas (Dr. Pepper soft drink), is buying time for 78 transcription announcements on stations throughout the South and Southwest. The account is handled by Tracy-Locke-Dawson Co., Dallas.

Tastyeast Names Rankin

APPOINTED on May 7 to handle all advertising for Tastyeast, Inc., Trenton, N. J., the William H. Rankin Co., New York agency, the same day started a test radio campaign over WBZ-WBZA, Boston-Springfield, featuring the adventures of Dick Tracy, the comic strip character. The agency announced that other radio plans are in the formative stage, but that it will continue its NBC-WJZ network program for Tastyeast featuring "Baby Rose Marie" and its NBC-WEAF program featuring "East & Dumke, the Tastyeast Seers." Robert H. Rankin is the account executive.

Black Flag Campaign

STARTING in the south and extending northward during the summer, Black Flag Co., Baltimore, (insect exterminator) is using radio along with other media in a new campaign being handled by Fletcher & Ellis, New York. The radio programs center around the explorations of Frank ("Bring 'Em Back Alive") Buck, and offers children a free "Jungle Game" as a premium. They are one-minute transcriptions and start in mid-May.

PROSPECTS

UNITED STATES Building Loan League, Chicago, plans to appropriate $500,000 for a cooperative advertising campaign which will include radio in cities where its local associations are located. J. Walter Thompson Co., Chicago, handles the account.

GARFIELD TEA Co., Brooklyn, N. Y., will use radio with newspapers in a campaign to be handled by H. W. Kastor & Sons Co., New York.

TUNG-SOL LAMP WORKS, Inc., Newark, N. J. (incandescent lamps and radio tubes), will use radio and other media in a campaign to be handled by L. H. Hartman Co., New York.

BALBOA BREWING Co., Los Angeles (beer) will release a big new advertising campaign, including radio, through Chet Crank, Inc., Los Angeles agency, as soon as shipments of its aged brew can be made.

Winery Plans Campaign

ADELANTO WINERY, Los Angeles, has appointed the Millar Advertising agency, Los Angeles, to handle a campaign which will include radio, newspapers and billboards. Broadcast angle will consist of a series of daily spot announcements on staggered schedule over many western stations. Sponsor has manufactured Adelanto brand of cider for 15 years, but recently went into production of its own brand of bottled Adelanto wines. Besides handling its own brand of bottled goods, the company has also been appointed district distributors for the Italian Swiss Colony, San Francisco. Otto Steller is the account executive.

KVOO
COMPLETE N. B. C. SERVICE
25,000 WATTS
TULSA, OKLA.
The Most Powerful Station between St. Louis, Dallas and Denver

KJR--KOMO LEAD
In Newspaper Poll

KJR—KOMO originated or released 11 out of the 12 "Radio Bests," the Seattle Post-Intelligencer's Radio Poll indicated.

"One of the outstanding features of the contest," the Post Intelligencer of Sunday, April 29, stated, "was the strong vote piled up by Cowboy Joe, whose plaintive and stirring songs of the range are heard regularly over KJR. Coming from all parts of Washington and from British Columbia, the votes put him ahead of John Charles Thomas, NBC-KOMO baritone.

"The second week of the race also saw Hal Wolf of KJR take a commanding lead among announcers.

"KJR's Rocky Mountaineers forged well ahead of other musical features, and Henry Damski's Concert Orchestra, a KJR feature, led all concert orchestras by a wide margin."

5,000 Watts KJR Clear Channel

Represented by Edward Petry & Co., Inc.
New York, Chicago, Detroit, San Francisco

FISHER'S BLEND STATION, INC. OPERATING KOMO-KJR
SEATTLE, WASHINGTON

KVI gives adequate merchandising in TACOMA-SEATTLE market

KVI
TACOMA, WASHINGTON
Puget Sound Broadcasting Company
INCORPORATED
500 WATTS 570 KC.

Agency requests handled promptly

Rumors of War!

From many parts come rumors that "General Watts" is assembling his hosts of "power" to conquer the radio advertising dollar. Time was when the General used to swell with pride as he went into action with a 25-KW.—then 50-KW's came into being as the last word in long range performance. But alas, another cypher has been added to the "bore" of radio guns and "General Watts" hints that he has only started!

More luck to the General—the world's greatest industry is surely well out of its swaddling clothes.

But how about those sassy 5-KW's—are they still in the fight? Well, we can speak authoritatively for one of these "French 75's" of the broadcasting business—it's WWVA at Wheeling, West Virginia. Day in and day out its trained gunners are firing program after program into the waiting ears of listeners in Eastern Ohio, Western Pennsylvania and West Virginia with unerring accuracy. Their marksmanship skill is definitely recorded in ever mounting mail returns—AND—an ever increasing list of well-pleased advertisers. WWVA has made its phenomenal record on personality, which after all, means so much when you measure the value of a radio station as an advertising medium.

Let Us Fire
Your Ammunition
for a Bull's-Eye!

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Bldg.
Wheeling, W. Va.

Columbia Station

Representatives
J. H. McGillvra, 485 Madison Ave., New York City
Myron A. Reck, A-1808
175 West Jackson St., Chicago, Ill.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

GRAHAM STARR, formerly a vice president of Young & Rubicam, joined The Blackman Co., New York, May 4, as an account executive. Mr. Starr was originally with N. W. Ayer & Son and joined Young & Rubicam at the time the agency was being formed. He left there some months ago to take a vacation. Mr. Starr will act as the account executive of the Hudson Motor Car account. Another addition to the staff of the Blackman Co. is Frederick C. Hanks, who has been advertising manager of a number of large department stores in the east, most recently Lits of Philadelphia. Previous to this he was with Maxon, Inc., in Detroit for several years. He will be assigned to the Blackman Co.'s Detroit office.

GRIEG, BLAIR & SPIGHT, station representatives, announces that it has been appointed exclusive national representatives of WOW, Omaha; KSO, Des Moines, and KWCR, Cedar Rapids, Ia., effective May 1. Grieg, Blair & Spight also announces removal of its New York offices to Suite 616, 342 Madison Ave., and its Los Angeles offices to 843 Bendix Bldg.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

HILLMAN, SHANE AGENCY, Los Angeles, was incorporated late in April for $25,000 with Dave Hillman, Maxwell Shane and William Berger as directors. Shane conducts a film star interview on the Borden Friday frolic weekly from the stage of Los Angeles Paramount Theater to the Don Lee-CBS chain. Though primarily handling theater accounts and talent, the agency will also engage in radio activities. Offices will remain in the Oviatt Bldg.

ROY DURSTINE, general manager of Batten, Barton, Durstine & Osborn, New York, was in Chicago May 4 to supervise the Schlitz Brewing Co. "Spotlight Revue" on CBS. The Schlitz account on May 1 was transferred from the Stack-Goble Advertising Agency to B. B. D. & O.

JENNISON PARKER, heard as "Yahbut" and "Cheerily" on the Shell Oil programs, has joined J. Walter Thompson Co., San Francisco, as a continuity writer.

BURTON SCHELLENBACH, formerly in business for himself in Cincinnati, has joined Kellor & Stites, Cincinnati agency, as assistant radio director and account executive.

BENNETT LARSON, for four years a producer at NBC in charge of the Chase & Sanborn, Fleischman and other programs, has been appointed radio director of the New York office of the Joseph Katz Co., Baltimore agency.

ANNOUNCEMENT is made by Kasper-Gordon Studios, 140 Boylston St., Boston, that it has taken over representation in the New England territory for KGNF, North Platte, Neb., and WKZO, Kalamazoo.

WILLIAM ROBSON, former announcer-continuity man for KHJ early in May resigned to become head of the radio department of Hixon-O'Donnell-Seymour Advertising Agency, Los Angeles. Accounts will include the Rio Grand Oil Co. "Calling All Cars," which he produced when at KHJ.

BERG, STEBBINS, ALLENBERG & BLUM, Inc., has been formed by the consolidation of the Phil Berg Agency and the Business Management Corp. The new group on May 1 moved to 9484 Wilshire Blvd., Beverly Hills, Cal. Personnel includes Phil Berg, Arthur W. Stebbins, Bert Allenberg and Myrt Blum. Major portion of the new agency activities will center around film stars and picture studios, but it will also handle radio talent and program matters.

JAMES MUGFORD, formerly with WGAR, Cleveland, has joined the staff of the Campbell-Sanford Advertising Co., Cleveland agency.

HICKOCK MFG. Co., Rochester, N. Y. (belts, suspenders, etc.) has appointed Lord & Thomas, New York, to handle its advertising.

KAL, Inc., Los Angeles (Kal Calcium Phosphorous Diet) has appointed Emil Brisacher & Staff, Los Angeles office, to handle its radio advertising. Heretofore it has handled only the Kal newspaper copy.

BOSTON FOOD PRODUCTS Co., Boston (Prudence corned beef hash, etc.) has appointed Ralph H. Jones Co., New York, to direct its advertising.

BARNSDALL REFINERIES, Inc., Tulsa, Okla. (petroleum products), has appointed Arthur Towell, Inc., Madison, Wis., to direct its advertising.

BLUE VALLEY CREAMERY Co., Chicago (dairy and mayonnaise products), has named Maxon, Inc., Chicago, to handle its advertising.

INDIA TIRE Co., Akron, O., has named R. W. Clarke Advertising Service, Akron, to place its advertising.

JEWELL TEA COMPANY, Inc., Barrington, Ill., has placed its advertising with Schwab & Beatty, Inc., New York.

INTERNATIONAL VITAMIN Corp., New York (I. V. C. vitamin pearls), has appointed United States Advertising Corp., New York, to handle its advertising.

LAVORIS CHEMICAL Co., Minneapolis, Minn. (antiseptics), has placed its radio advertising with Hutchinson Advertising Co., Minneapolis.

NATIONAL UNION RADIO Corp., New York (radio tubes), has placed its advertising with Lambert & Feasley, Inc., New York.

OLD WITCH Co., Inc., Washington, Pa. (ammonia), has placed its advertising with Wm. Cohen, Pittsburgh, Pa.

PACIFIC COAST GAS Ass'n., San Francisco, has appointed Gerth-Knollin Advertising Agency, San Francisco, to direct its advertising.

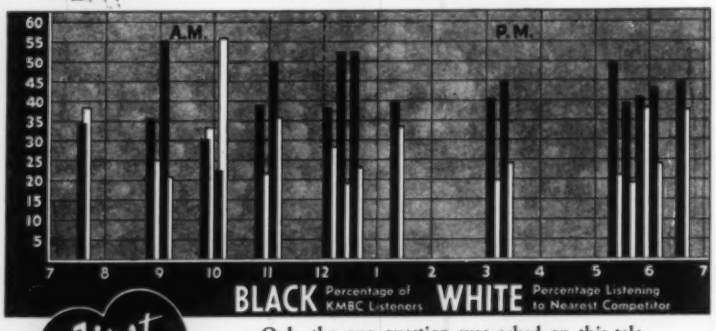
HENRY GLASS & CO., New York (Peter Pan fabrics), has named John Thomas Miller, New York Agency, to handle its advertising.

DR. MILES LABORATORIES, Inc., Elkhart, Ind., has appointed Ruthrauff & Ryan, Inc., Chicago, to handle the advertising of Nervine liquid and tablets.

"To WHAT STATION *are you now listening?*"

The replies of 10,400 Kansas Citians prove KMBC dominance in this market

Throughout one week in March, 10,400 residence calls by an outside agency proved conclusively that KMBC is Kansas City's preferred station. In almost every test period the majority answered, "I am listening to KMBC!" Study this chart—it clearly indicates KMBC's dominance of the Kansas City area.



First IN THE HEART OF AMERICA

Only the one question was asked on this telephone survey to establish KMBC's leadership. Using various broadcasting periods from 7 A.M. to 7 P.M., one hundred calls were made during each period, daily. Complete details of the survey and KMBC facilities will be sent on request.

KMBC
MIDLAND BROADCASTING COMPANY
Station KMBC—Kansas City Missouri
New York Office—Chrysler Building, Phone Vanderbilt 3-3425
Chicago Office—Wrigley Building, Phone Superior 3426

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

FRESH NEWS IS ON THE AIR!

Leading independent stations in the east, west and midwest are broadcasting it because 120,000,000 people want

FRESH UNRESTRICTED NEWS

Is your station holding back?

TRANSRADIO PRESS SERVICE, with more than 7,000 correspondents throughout the World, offers you the Finest, Fastest and Most colorful news coverage ever assembled for broadcasting purposes. Night and day, around the clock, from the four corners of the earth, TRANSRADIO gathers with lightning speed the world's most important and most interesting news, with absolute authenticity. More than 75,000 words pass every day across the desk of TRANSRADIO'S editorial headquarters in New York City. Expert newspapermen, trained in news continuity writing, flash it direct into your studio, ready for the air, hours before it will be seen in print.

We serve

The YANKEE NETWORK
KNX, Hollywood

The MICHIGAN NETWORK
And numerous others

We deliver via

Private printer wires
Telegraph
Telephone
Short-wave

Wire or Write For Rates

Washington
Chicago
Los Angeles
Boston
New Orleans
Detroit

TRANSRADIO PRESS SERVICE, Inc.

"Only what is airworthy and authentic"

342 MADISON AVENUE
NEW YORK CITY

London
Paris
Moscow
Tokio
Shanghai
Buenos Aires

Booth Tarkington,

eminent Hoosier author, added new wings to the imagination of American boyhood when he wrote of the escapades of "Penrod and Sam." In like manner, Hoosier youth is now filled with new ideas and ambitions by

DICK STEELE—"The Boy Reporter"

and his exciting adventures . . . a presentation of Educator Wheat Thinsies . . . every evening, except Saturday and Sunday, 5:15, C. S. T. and

FRANK MERRIWELL . . . whose entertaining pursuits are sponsored by Dr. West's Tooth Paste . . . each Monday, Wednesday and Friday, 5:30, C.S.T.

Some of the Features Building and Holding the Children Audience for

WKBF

IN INDIANAPOLIS

D. E. "Plug" Kendrick
General Manager

L. L. "Jake" Jaquier
Commercial Manager

INDIANA'S ONLY NBC OUTLET

National Representatives
GREIG, BLAIR & SPIGHT, Inc.
New York. Chicago Los Angeles San Francisco

Appraising Education

(*Continued from page 17*)

and gone elsewhere! If the "elsewhere" happened to be an adjoining room, where a group of those representing educational institutions were discussing what they had accomplished during the past year in the way of educational broadcasts, it served but to emphasize the sad commentary contained in the general "walk-out."

It did not remain for a rank outsider to sum up the attitude of educationalists as being more concerned with what went into the microphone than what came out of it! That was done readily enough by numerous delegates. It was impossible to escape a general undercurrent of feeling that educationalists had let the parade go by. Unconcerned with the rapidly developing technique of this new medium, they had clung to pedantic, classroom methods, while the "showmanship" which might have served the interests of culture and good taste was flamboyantly serving the advertisers.

While the educationalists wait for their Utopia of broadcasting, I salvage some hope from my first-hand knowledge that a few individuals who still have "ideals" will carry on, under our present system. By peaceful invasion, they will enter the camp of mediocre things. Individual efforts by persons who have inherent good taste will serve the true purpose of radio education which, as expressed by leading speakers at the close of the Institute, is not merely to teach and to impart knowledge, but "to elevate the standard of culture and good taste throughout our nation."

WBAL Appoints Tinsley

Mr. Tinsley

T. GARLAND TINSLEY 2nd, formerly general and commercial manager of WDEL and WILM, Wilmington, Del., has been appointed commercial representative of WBAL, Baltimore, according to an announcement May 9 by Frederick R. Huber, WBAL director. Mr. Tinsley is a native of Baltimore and was graduated from Yale in 1927. He succeeds Purnell Gould, who recently resigned from WBAL to become commercial manager of WFBR, Baltimore. Mr. Huber also announced the appointment of Miss Besse Traub, formerly of the Byers Recording Laboratories, New York, to the WBAL commercial staff. Commercial manager of WBAL is Stanley W. Barnett.

Pharmacies Advertise

HORTON & CONVERSE PHARMACIES, operating 11 retail apothecary shops in Los Angeles, in May started a weekly half hour series over KFAC, Los Angeles, through the Bert Butterworth Agency on a 13-week basis. Series takes on drama form with intimate, human interest stories about doctors and nurses. Commercial announcement of 150 words open and close each program, with the rest of the time to dramatize the health field. No specific medicines or products are mentioned. Announcements call attention to general facilities of the sponsors.

You're looking for *Markets* are you?

THEN don't overlook the fact that WHAS, Louisville, is best situated to insure distribution of your message throughout the Middle West.

In addition to completely dominating metropolitan Louisville, a highly diversifed industrial center of more than 420,000 individuals, this station has millions of listeners throughout Kentucky, Indiana, Illinois, Ohio and Tennessee.

If you are looking for buyers for your product you will find that the WHAS market is rich and responsive to messages broadcast through this station.

50,000 WATTS **WHAS** 820 KILOCYCLES

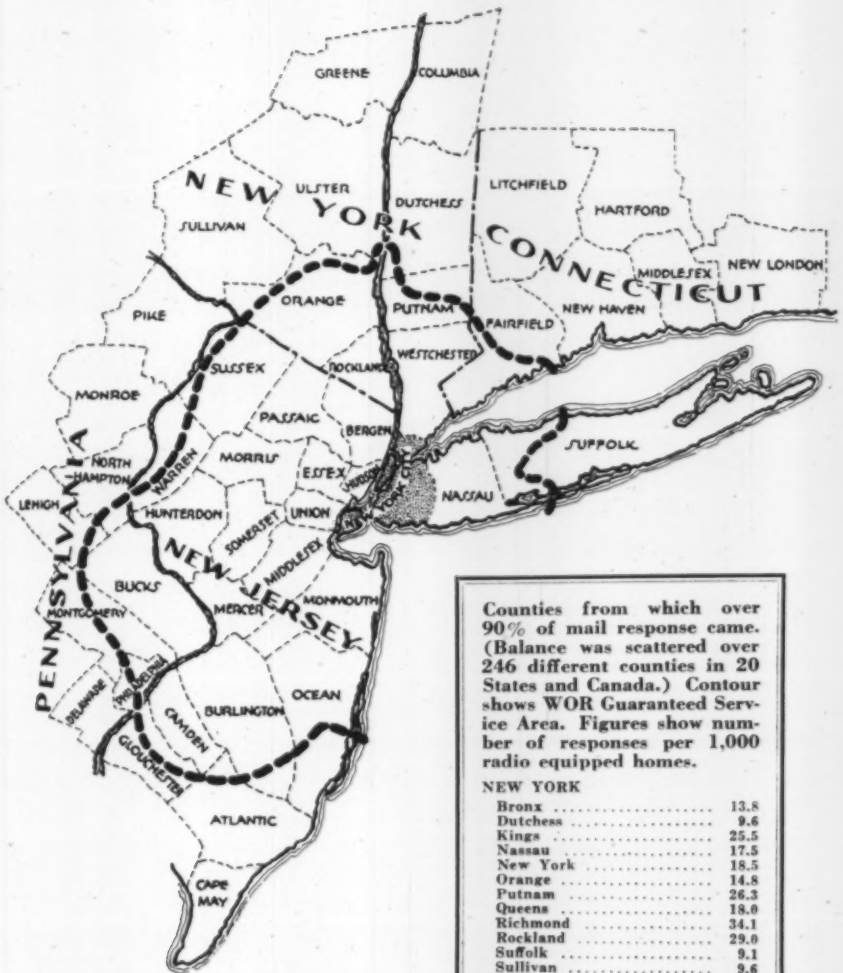
Owned and Operated By The Courier-Journal and The Louisville Times

CLEARED CHANNEL FULL TIME
BASIC CBS STATION

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
New York Chicago Detroit San Francisco

WOR AGAIN PIONEERS!

...THE FIRST STATION TO CORROBORATE A FIELD SURVEY WITH MAIL ANALYSIS!



Counties from which over 90% of mail response came. (Balance was scattered over 246 different counties in 20 States and Canada.) Contour shows WOR Guaranteed Service Area. Figures show number of responses per 1,000 radio equipped homes.

NEW YORK	
Bronx	13.8
Dutchess	9.6
Kings	25.5
Nassau	17.5
New York	18.5
Orange	14.8
Putnam	26.3
Queens	18.0
Richmond	34.1
Rockland	29.0
Suffolk	9.1
Sullivan	9.6
Ulster	22.5
Westchester	26.3
NEW JERSEY	
Atlantic	10.9
Bergen	30.0
Burlington	13.9
Camden	3.7
Essex	18.5
Hudson	29.6
Hunterdon	28.1
Mercer	19.2
Middlesex	33.8
Monmouth	27.6
Morris	37.4
Ocean	18.7
Passaic	24.7
Somerset	26.1
Sussex	16.5
Union	33.8
Warren	9.7
CONNECTICUT	
Fairfield	18.1
Hartford	4.3
Litchfield	15.6
Middlesex	12.8
New Haven	9.6
New London	11.1
PENNSYLVANIA	
Bucks	12.5
Delaware	3.2
Lancaster	3.3
Lehigh	4.1
Montgomery	4.9
Northampton	13.7
Philadelphia	2.3

IN NOVEMBER, 1932, WOR took the first step in the direction of providing advertisers with a complete "circulation statement" by publishing a Field Intensity Survey of its Guaranteed Service Area. WOR was the first cleared channel station to take this forward step.

In January, 1934, WOR went a step further by publishing a survey of its Fair Service Area—showing the effective day-time range of the WOR signal beyond the 500 microvolt guaranteed area.

These two surveys definitely prove where WOR programs can be heard.

And now the survey of the WOR listening area is made complete with a geographic analysis of some 64,000 mail returns on two recent gift offers made on a morning and evening program.

This mail analysis certifies where WOR programs are being listened to and shows in which counties WOR commands its largest regular audience. It is significant, we think, that over 90% of the mail response came from the WOR Guaranteed Service Area, proving that the station's signal is regularly listened to throughout this entire area.

THIS SETTLES THE QUESTION OF COVERAGE BEYOND ANY DOUBT!

BAMBERGER BROADCASTING SERVICE, INC.

NEWARK, NEW JERSEY

New York Office: 1440 Broadway
Chicago: Wm. G. Rambeau, 360 N. Michigan Ave.
Boston: James F. Fay, Statler Bldg.

STUDIO NOTES

THE A-G (Associated Grocers) "Musical Grocers" on KMBC, Kansas City, have developed a new program idea. The daily morning spot presents a grocery store with Al and George the proprietors, Olaf the butcher, Elmer the stock boy, Flash the delivery boy, and customers. The script is interspersed with songs the lyrics of which are adapted to the various products advertised. Paul Henning and Gomer Cool are the authors.

KHJ, Los Angeles, late in April inaugurated three weekly programs for release to the Don Lee-CBS network, Frank Gill, announcer, offers "The Mummers" in a drama program largely patterned after Professor Baker's famed "47 workshop" idea. Ken Niles, assistant production manager, produces the new weekly "Zero Hour," dramatizations of comedy, romance or tragedy in the lives of famous persons and fictitious characters. Bill Goodwin, announcer, stages "The Music Master" weekly, combining music and drama roles.

EDGAR H. FELIX

Broadcast Consultant

•

Announces the Removal of His Offices to the General Motors Building, Broadway at 57th Street, New York

•

FIELD INTENSITY SURVEYS
COVERAGE DETERMINATIONS
ALLOCATION STUDIES
LOCATION INVESTIGATIONS

•

TELEPHONE—CIRCLE 7-6119

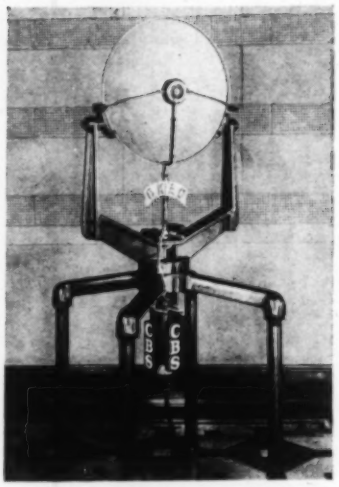
A SERIES of weekly programs by blind artists, to aid the prevention of blindness, are being broadcast by WMT, Waterloo, Ia., and six other stations which reach Iowa listeners. The programs are sponsored by the Iowa Association of the Blind in cooperation with the School for the Blind at Vinton, Iowa, and the Iowa Commission of the Blind. Other stations carrying the programs are: WOI, Ames, Ia.; WSUI, Iowa City, Ia.; KSO, Des Moines; Ia.; KWCR, Cedar Rapids, Ia.; WBB, East Dubuque, Ill.; and KSCJ, Sioux City, Ia.

"THE TOWN CRIER," a new experiment in commercial broadcasting, has started on WSOC, Charlotte, N. C. A "want-ad" column of the air, the program consists of dance music interspersed with 25-word offers to buy, sell or exchange. "The Town Crier" is broadcast three times weekly.

THE UNCLE EZRA program recently sponsored on WLS, Chicago, by Dr. Miles Laboratories, Elkhart, Ind. (Alka Seltzer) received 7,174 requests for photographs on the first day following an announcement and 12,036 on the second day. The program is a 15-minute rural sketch presented daily.

A SPECIAL program for DX fans throughout the world will be broadcast over WABC, New York, CBS key, May 26, from 1 to 1:30 a. m., EDST. The broadcast has been arranged in cooperation with the International DX'ers Alliance and will be dedicated to that organization's worldwide membership. A similar broadcast was staged last Jan. 11 and brought a large response.

MONA VAN DYKE, home economics expert, on May 7 started a "Kitchen Science Club" program on KHJ, Los Angeles, five mornings a week. She was with General Foods for five years, later two years at the National Dairy Council and is now teaching home economics at Woodbury College, Los Angeles.



CKAC's Parabolic Microphone

THE ENGINEERING department of CKAC, operated by *La Presse*, in Montreal, under the direction of L. Spencer, chief engineer, after months of experimenting, has successfully developed a "parabolic microphone." For the present this microphone will be used in CKAC studios only, but as soon as additional microphones of this type have been made they will also be used for remote control work.

This microphone is to sound what a reflector is to light, inasmuch as the special encasement surrounding the metallic ear directs sounds toward the latter and limits their direction or field of operation.

CKAC engineers have found that with the use of this new microphone orchestras need not resort to mutes on brass instruments and that singers of any type may sing full-voice without blasting at the receiving end.

This type of microphone is used extensively in Hollywood for sound-picture work and in the studios of a few of the large network key stations in the United States. But CKAC is the only Canadian station at present using this new device for sound reproduction.

THE BALABAN and Katz Theater Corp. on May 7 started an all-star variety show on WGN, Chicago, Mondays, 9 to 9:30 p. m. The shows are special broadcast productions built up from the star acts of all of the Balaban and Katz theaters in Chicago, and the productions are presented from the stage of the Chicago Theater in the loop. The programs include the Chicago Theater orchestra. Quin Ryan is master of ceremonies.

KFOX, Long Beach, Cal., has assembled a window display which it will rotate through retail stores in Long Beach. The first showing was a display of tubes, transmitting and receiving, sound effect apparatus and other material in the window of Postal Telegraph Co. Tie-in to the station was a placard announcing that Postal Telegraph time is announced over KFOX on each quarter hour.

"ANGLING the Streams," designed to attract the fishermen in the audience, is a new spring program on WMCA, New York, conducted by two piscatorial authorities. It is an idea that has commercial as well as sustaining possibilities for many stations.

PENDING approval of the Radio Commission, the *New Bedford* (Mass.) *Standard-Times* has completed negotiations to purchase WNBH. It is planned to continue Irving Vermilya as manager.

NBC Alters Hollywood Studios to Key Programs

ALTERATIONS in the NBC-RKO studio in Hollywood were started early in May as a result of a two-weeks stay in Hollywood by John F. Royal, NBC vice president in charge of programs, and Don Gilman, vice president and Pacific coast manager.

The stage is being enlarged to three times its present size, and space for audiences is being eliminated. A music library, a clients' room for agencies and sponsors to audition programs, and five staff offices are being added. The alterations are in line with the announcement that NBC will originate many programs direct from its RKO studios in Hollywood. Broadcast will clear from studios to KFI and other NBC stations.

First network sponsored program from the NBC-RKO studios begin May 9 for Non-Spi cosmetics, in charge of New York office of Cecil, Warwick & Cecil. J. R. Warwick was in Hollywood to contact talent and writers.

Canadians Organize

THE CANADIAN Newspaper Radio Association, an organization of newspaper owners of broadcasting stations, was formed in Toronto May 3. The organization is Dominion-wide, and will act in all matters "of mutual interest" according to an announcement. The officers are: Charles Thomas, *London Free Press*, CFPL, president; Howard P. Robinson, *Saint John Telegraph-Journal & Times-Globe*, CHSJ, vice president; Philip Morris, *London Free Press*, CFPL, secretary-treasurer; executive committee: F. J. Burd, publisher, *Vancouver Province*, CKCD; O. L. Spencer, general manager, *Calgary Herald*, CFAC; Victor Sifton, president, *Regina Leader-Post*, CKCK; A. W. Robb, business manager, *Halifax Herald*, CHNS.

Formay's Convention

WHILE the public listened along with its own sales force in the various cities of the hookup, Swift & Co., Chicago (Formay shortening), on April 30 staged a special "radio sales convention," via five NBC-KGO stations by arrangements made through the Los Angeles office of J. Walter Thompson Co. Program called attention to the new "honeymoon cake" recipe, announcement of which is also being carried on the current Al Pearce afternoon frolic on the western network, sponsored by Swift.

Radio-Vote Attracts

THE RADIO-VOTING system developed by Dr. Nevil C. Hopkins, of New York University, and adopted for experimentation by WOR, Newark, has attracted much attention both among set manufacturers and among national organizations interested in taking straw votes. It is understood that one of the biggest manufacturers is negotiating for the rights on the idea, with a view to including the feature in its sets, and a national magazine is considering the method for conducting polls on public questions.

By any yardstick WSM's market—the South—leads the recovery parade.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.
NASHVILLE, TENNESSEE

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

Four Brewing Accounts Are Carried by WBBM

UNUSUAL success with brewery accounts is reported by WBBM, Chicago, which has four of them running currently. Newest to start was Blatz Brewing Co., Milwaukee, which is using radio to promote its slogan, "Brew-Dated," and which, on May 3, started three quarter-hour weekly programs on WBBM to a CBS network, featuring the "Heidelberg Chorus." Schlitz Brewing Co., Milwaukee, produces its CBS show also in the WBBM studios.

The Prima Co., Chicago, is sponsoring Pat Flanagan's daily baseball broadcasts for the fourth successive year. Atlas Brewing Co., Chicago, starts "Singin' Sam" on CBS from WBBM. Atlas for the last two years has been sponsoring the nightly "Headlines of Other Days," with Quin Ryan on WGN. Another brewery active in radio in Chicago is the Schoenhofen Co., sponsoring "Edelweiss Joe" on WMAQ.

A City Advertises

THE CITY of Oceanside, in northern San Diego county, Cal., late in April started a radio campaign on KFOX, Long Beach, with three 15-minute spots weekly to call attention to the beach city in the center of a rich farming district.

PIEZO
ELECTRIC CRYSTALS
"Superior by Comparison"

BROADCAST BAND
All Scientific Radio Service Crystals are accurately ground to an accuracy BETTER than .03% on equipment tested regularly by U. S. Bureau of Standards, Standard Frequency Signals.

Crystals for use in the Broadcast Band 100 to 1500 kc. are supplied in two types of holders.

STANDARD HOLDER
Our Standard Holder (contact type) made of Bakelite, with metal parts brass nickle-plated $35

ISOLANTITE HOLDER
Our Precision Isolantite Monel Metal Holder (air gap adjustable) permits small adjustment of frequency by changing air gap slightly... $45

Prices include accurately ground crystal. When ordering state type tube, plate voltage and operating temperature.

STATION MONITOR SERVICE
We will calibrate and adjust your present MONITOR to an accuracy of plus or minus 50 cycles (550 kc. to 1500 kc.), at a cost of $25. We will furnish new crystal in your Monitor (holder supplied with Monitor), calibrate and adjust same to within 50 cycles for $60. If a crystal is supplied with Monitor which is lower than desired frequency, cost for regrinding and adjusting within 50 cycles is $55.

Prompt Delivery Assured
Our New Illustrated Booklet—Sent FREE!

SCIENTIFIC RADIO SERVICE
"THE CRYSTAL SPECIALISTS"
SINCE 1925
124 JACKSON AVE., UNIVERSITY PARK
DEPT. B-5
HYATTSVILLE, MARYLAND

Pettey Predicts New Commission

(Continued from page 15)

subjects now under consideration by Congress. The valuation of the holdings of these two telegraph companies has been under way for several years. This is one of the problems that the communications commission will have to see through.

Over each one of the groups of two commissioners, it will be remembered, there will be a chairman who will sit in the conferences on all phases of communication as needed.

This man, who must necessarily be a veritable mental giant to cope with all of the problems to be studied and rulings to be enforced by the communications commission, will fill a position second in importance to very few in our government. Under his guidance a national policy of coordination of communication control will be carried out.

Designed for Future

THE PROPOSED communications commission will exert a central authority in the government's relationship to all present types of communication: telephone, radio, telegraph and cable.

The laissez-faire condition that has existed in point-to-point communication by wire and phone will be replaced by a careful supervision in behalf of the public interest.

In addition to the organization of the government's relationship to present communication services, the proposed communications commission is so designed as to provide a ready supervision of those yet untold services which the development of television, telephoto, etc., augurs to bring to us.

By the establishment of a single body such as the communications commission, all future developments in any of those affected fields will automatically fall into their proper relationship to the other fields—each being regulated by a coordinated body dealing with all problems and matters involved in communications—both present and anticipated.

These coming services in themselves would have appeared highly imaginative but a few years ago. Now they seem to us mere forerunners to extended applications and developments permitting faster and more complete transmission of personalities, events and information.

One of those extensions might well be the transmission of printed material such as newspapers, business papers, etc., in their entirety and over the tremendous distances to which we are accustomed in radio.

To Guard Public Interest

THESE VISUAL transmissions will not only be received at the time of their actual transmission or broadcast, but if receipt of the "visions" is not possible at the time of transmission, their reproduction with equal efficiency shall be available by the mere turn of a switch.

The elasticity which forms of communications will thus have indicates the growing complexity which is to be the future of communications. Furthermore, science has always held tricks up her sleeve and the above features—now amazing—may later seem simple and undeveloped.

This form of governmental relationship to communications differs from the policies followed in most of the world's other nations.

Monopolistic operation under governmental control, if not actual governmental operation, is the method followed by a large number of other countries.

That system implies a tax or some other annual charge upon each radio receiver, for example, in exchange for the broadcast programs and services. This, of course, compares to the American system wherein radios are tax free and the programs are financed by commercial sponsors who use the air to advertise their products.

Debate over the respective merits and disadvantages of the two systems, i. e., advertising versus tax-supported radio, has waxed long and hot.

On a recent broadcast of a famous and popular symphony concert orchestra, the announcer asked the question, "To how many of you would the privilege of hearing this orchestra be worth $1 a week?"

Thousands Respond

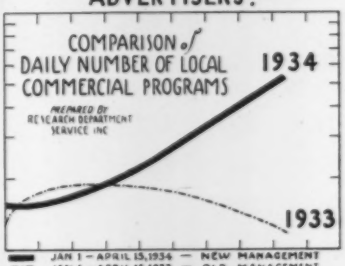
THE RESPONSE to this innocent question came in the form of thousands of dollar bills addressed to the various offices of the network which carried the program.

Those enthusiasts who had sent on their dollar bills, of course, received their money back by return mail, but their gesture indicated a willingness, on the part of at least a section of the radio audience, to pay for the privilege and enjoyment of the broadcast programs.

On the other hand, the radio editor of a prominent metropolitan newspaper reports that whenever he criticizes advertising on the radio, he is literally swamped with protests from listeners who declare that they believe that the programs would be far inferior were advertising abolished and taxation of radios inaugurated to pay for the talent and facilities necessary for fine programs.

This question, together with the others now facing the development of American communications, will have to be solved under the guidance of the communications commission.

18 TIMES MORE LOCAL ADVERTISERS!



KVOR
Voice of the Rockies
Full time COLORADO SPRINGS 1000 watts
MEMBER CBS

★

Local Advertisers
know their Radio Stations – –

★

KQV carries more local advertising than all 3 Pittsburgh "chain" stations combined

KQV
PITTSBURGH
PENNSYLVANIA

ACTIONS OF THE
FEDERAL RADIO COMMISSION

MAY 1 TO MAY 12 INCLUSIVE

Applications . . .

MAY 2

WHN, New York—Modification of license to increase power from 250 w. to 1 kw.; also extension of special experimental authority to operate with power of 1 kw. from 1 a. m. to LS for period ending 5-31-34.

WCBC, Lansing, Mich.—Modification of 2 CP to extend commencement date to 5-21-34.

WSAI, Cincinnati—Extension of special experimental authority to operate with power of 1 kw., 2½ kw., LS, using directional antenna for period ending 8-1-34.

WHET, Dothan, Ala.—Voluntary assignment of license to John T. Hubbard and Julian C. Smith d/b as Dothan Broadcasting Co.

KPRC, Houston, Tex.—Special experimental authority to increase power to 5 kw. for period ending 9-1-34.

KGCU, Mandan, N. D.—CP to move studio and transmitter locally and install new equipment.

NEW, Aberdeen Broadcasting Co., Aberdeen, S. D.—CP station to operate day on 1420 kc. with power of 100 w., (½ fac. of KGCR).

KRKD, Los Angeles—Consent to voluntary assignment of license to Radio Broadcasters, Inc.

KQW, San Jose, Calif.—CP to move transmitter from San Jose to Hunters Point on the Bay, San Francisco; amended to move transmitter and studio locally.

Application returned: NEW, Richard Austin Dunlea, Wilmington, N. C.—CP to operate day on 1370 kc. with power of 100 w.

MAY 4

WTAG, Worcester, Mass.—License to cover CP granted 2-6-34 for authority to move transmitter locally.

WTBO, Cumberland, Md.—CP to install new equipment, change frequency from 1420 kc. to 800 kc. and time from unlimited to day.

NEW, Gino Amatucci, Latrobe, Pa.—CP to operate on 1210 kc., 50 w. power, specified hours; transmitter and studio: First National Bank Bldg., Latrobe.

WMMN, Fairmont, W. Va.—CP for new equipment.

WPTF, Raleigh, N. C.—Modification of CP granted 6-9-33 for extension of completion date to 8-17-34.

NEW, W. L. Gleeson, Salinas, Calif.—CP to operate on 1210 kc., power of 100 w., unlimited time.

WDAE, Tampa, Fla.—Special experimental authority to use 2½ kw., day for period ending 10-1-34; also make equipment changes.

Application returned: NEW, Midland, Tex.—CP to operate on 610 kc., 50 w., day or limited time; WHDF, Calumet, Mich.—CP to move station to Laurium, Mich., and change equipment; WPFB, Hattiesburg, Miss.—Consent of voluntary assignment of license to James Glenn Crouch; KGHI, Little Rock, Ark.—Special experimental authority to use power of 250 w., night.

MAY 5

WNBH, New Bedford, Mass.—Consent to voluntary assignment of license to E. Anthony & Sons, Inc.

WORK, York, Pa.—Special experimental authority to change frequency from 1000 kc. to 1320 kc.; change time from day to unlimited; make changes in equipment using directional antenna until 8-1-34, 1 kw.

WCSC, Charleston, S. C.—Modification of license to increase power from 500 w. to 500 w., 1 kw. LS.

WJEM, Tupelo, Miss.—Modification of CP for extension of commencement and completion dates to immediately and 8-1-34 respectively.

KWCR, Cedar Rapids, Ia.—License to cover CP granted 1-16-34 and modifications.

WIND, Gary, Ind.—CP to install new equipment and increase power from 1 kw. to 1 kw., 2 kw., LS; amended re equipment and increase power to 1 kw., 2½ kw., LS.

MAY 10

WQDM, St. Albans, Vt.—Consent to voluntary assignment of license to E. J. Regan and F. Arthur Bostwick d/b as Regan and Bostwick.

WAAB, Boston—Modification of license to use the transmitter of WNAC.

WNAC, Boston—CP to increase power from 1 kw. to 1 kw. night and 2½ kw. LS; also make changes in equipment (transmitter of WAAB).

WNEL, San Juan, P. R.—Modification of CP granted 12-15-33 to move transmitter to Brau and Tanca sts., San Juan, P. R., and extend completion date 90 days.

WIBM, Jackson, Mich.—License to cover CP granted 2-29-34 to move studio and transmitter locally and make equipment changes.

NEW, F. L. Whitesell, Forty Fort, Pa.—CP to operate on 930 kc., power of 1 kw., D.; amended to be considered under Rule 6.

NEW, William George Darrell, New Kensington, Pa.—CP to operate on 1420 kc., 50 w., specified hours.

KXYZ, Houston—Special experimental authority to increase power from 250 w. to 500 w.; also make changes in equipment.

Applications returned: WKBO, Harrisburg, Pa.—License to cover CP to make quipment changes and move station locally; WRAK, Williamsport, Pa.—CP to move transmitter and make equipment changes; WQAM, Miami, Fla.—CP to move transmitter locally and CP to move auxiliary transmitter locally.

MAY 11

WESG, Elmira, N. Y.—Modification of license to change frequency from 1040 to 1090 kc., operation until LS at Hot Springs, Ark.

WORC, Worcester, Mass.—Extension of special experimental authority to operate on 1280 kc., power 500 w., unlimited time for three months; directional antenna.

WPEN and WRAX, Philadelphia.—Modification of CP for extension of completion date to 8-1-34.

WRAK, Williamsport, Pa.—CP to move transmitter locally and make equipment changes.

WENC, Albany, Ga.—Modification of CP granted 12-5-33 to move station and install new equipment for extension of completion date to 6-5-34.

NEW, F. N. Pierce, Taylor, Tex.—CP to operate on 1340 kc., 250 w., unlimited time.

WREC, State Line, Miss.—CP to increase power from 500 w., 1 kw., LS, to 1 kw., 2½ kw., LS; move transmitter from Whitehaven, Tenn., to location 5 miles north of Memphis, Tenn., exact location to be determined; move studio from Hotel Peabody to U. S. Highway No. 51, State Line, (Desota Co.) Miss.; also make changes in antenna system.

KGHI, Little Rock, Ark.—Special experimental authorization to use power of 250 w., night.

WPTF, Raleigh, N. C.—Extension of special experimental authorization to operate until 8 p. m., PST, for period ending 2-1-35.

MAY 12

WMEX, Chelsea, Mass.—Modification of CP for new station extension of completion date to 7-20-34.

NEW, J. David Stern, New York, N. Y.—CP for new station 810 kc. D., 500 w. Facilities of WNYC.

WPRO, Providence, R. I.—Extension of special experimental authority to operate on 630 kc. with power of 250 w. for period ending 12-1-34.

WCHS, Charleston, W. Va.—Modification of license to increase power from 500 w. to 500 w., 1 kw., LS, to be considered under Rule 6.

WBRC, Birmingham, Ala.—License to cover CP granted 1-19-34 for equipment changes.

WHEF, Kosciusko, Miss.—Modification of CP for equipment changes and extend commencement and completion dates.

NEW, T. H. Barton, El Dorado, Ark.—CP for new station on 1370 kc., 100 w., U. to be considered under Rule 6.

KMA, Shenandoah, Ia.—Modification of license to increase power from 500 w., 1 kw., LS, to 1 kw., 2½ kw., LS.

WLBF, Kansas City, Kans.—CP to install new transmitter

Application returned: WTBO, Cumberland, Md.—CP for new equipment. Amended to request change from 1420 to 800 kc.; D. power of 250 w. instead of unlimited time with power of 100 w., 250 w., LS. (Failed to answer Section 14(e).

Decisions . . .

MAY 4

WEED, Greenville, N. C.—Granted CP to move transmitter and studio from Greenville to Rocky Mount, N. C.

WSGN, Birmingham, Ala.—Granted modification of CP extending commencement date to May 1 and completion date to June 19.

WLAP, Lexington, Ky.—Granted license covering move of transmitter and studio from Louisville to Lexington, Ky., and change frequency from 1200 to 1420 kc.

WCHS, Charleston, W. Va.—Granted modification of license to change corporate name from WOBU, Inc., to Charleston Broadcasting Corp.

WHET, Dothan, Ala.—Granted consent to voluntary assignment of license to J. T. Hubbard and Julian C. Smith d/b as Dothan Broadcasting Co.

KBPS, Portland, Ore.—Authorized to remain silent from June 1 to July 1, during school vacation.

Set for hearing: WBRE, Wilkes-Barre, Pa.—Application for renewal of license designated for hearing; WMPC, Lapeer, Mich.—Application for change of frequency from 1500 to 1200 kc. granted by Commission on April 13, set for hearing because of protest of Capital City Broadcasting Co.; WJBK, Detroit.—Application to operate full time on 1500 kc; (grant of April 13 suspended); WIBM, Jackson, Mich.—Application for full time on 1370 kc.; (grant of April 13 suspended).

KRGV, Harlingen, Tex.—Granted application to move transmitter and studio to Weslaco, Tex.; formerly designated for hearing.

WWVA, Wheeling, W. Va.—CP to make changes in equipment and increase power, heretofore set for hearing, dismissed at request of applicant.

WNBH, New Bedford, Mass.—Modification of license to change frequency, heretofore set for hearing, dismissed at request of applicant.

NEW, C. G. Phillips and Frank Hill, Boise, Idaho—CP to erect new station, heretofore set for hearing, dismissed at request of applicants.

WBNX, New York—Granted 30-day extension of program test period.

WJJD, Mooseheart, Ill.—Granted special temporary authority to begin operation at 5 a. m., CST, from April 29, during daylight saving time, but not later than 3 a. m., EST, Aug. 1.

KTRH, Houston, Tex.—Granted extension of special temporary authority to operate with 250 w. power night, 1 kw. D. on 630 kc. from May 1 to Oct. 1.

WQBC, Vicksburg, Miss.—Granted special temporary authority to operate from 7 to 7.15 p.m., CST from May 1 to May 31.

WCBC, Lansing, Mich.—Granted modification of CP to extend commencement date from 4-30-34 to 5-21-34.

WSAI, Cincinnati—Granted extension of special experimental authority to use 1 kw. night, 2½ kw. day, for 90 days, with directional antenna.

WHN, New York—Granted extension of special authority to May 31, to operate from 1 a. m. to LS with power of 1 kw.

WIBA, Madison, Wis.—Granted extension of special experimental authority to operate with additional 500 w. power during nighttime from May 1, pending action on application for special experimental authority but no later than Oct. 1.

KFPY, Spokane, Wash.—Granted modification of license to change frequency from 1340 kc. to 890 kc., 1 kw. unlimited time.

KSEI, Pocatello, Ida.—Granted modification of CP to change frequency from 900 kc. to 890 kc., 250 w., 500 w. LS, unlimited time; also modification of license to change frequency from 900 kc. to 890 kc. 250 w. 500 w. LS, unlimited time.

KGIR, Butte, Mont.—Granted modification of license to change frequency from 1360 kc. to 1340 kc.; 500 w. 1 kw., LS, unlimited.

KTBS, Shreveport, La.—Granted special temporary authority to operate station without approved frequency monitor for not more than two weeks.

MAY 11

KRKD, Los Angeles.—Granted consent to voluntary assignment of license to Radio Broadcasters, Inc.

WLBF, Kansas City.—Granted CP to install new transmitter.

WMAZ, Macon, Ga.—Granted special temporary authority to operate U. during June.

KPCB, Seattle, Wash.—Granted special experimental authority to change frequency from 650 to 710 kc.

KBTM, Jonesboro, Ark.—Granted modification of CP to extend completion date to July 15.

KGHL, Billings, Mont.—Granted special experimental authority to make changes in equipment and frequency from 950 to 780 kc.

WBBZ, Ponca City, Okla.—Extension of special temporary authority 1200 kc., 100 w., U. to Sept. 1, pending action on the application for consent to involuntary assign license.

Set for hearing: WINS, New York.—Special experimental authority for period ending Aug. 1, to increase power from 500 w. to 5 kw., and make changes in equipment. To be heard June 6, before the Commission en banc; WLEY, Lexington, Mass.—CP to move transmitter and studio to Lowell, Mass.; NEW, H. E. Studebaker, Lewiston, Idaho.—CP for new station; 1420 kc., 100 w., U.

Oral argument granted: The Commission en banc, on June 13 will hear oral arguments in re Examiner's Report 545 involving WJBW and WBBX, New Orleans; Ex. Rep. No. 546 involving WSBC, Chicago; WHBY, Green Bay, Wis., WBOW, Terre Haute, Ind.; WGES, Chicago, WSBT, South Bend, Ind., WFBM, Indianapolis, John L. Hopkins, Hammond, Ind.; also in re Ex. Rep. No. 547 involving the application of Elvan Tarkington, Indianapolis, Ind.

WMPC, Lapeer, Mich.—Reaffirmed original grant to operate specified hours on 1200 kc., since Capital City Broadcasting Co., Lansing, Mich.; WIBM, Jackson, Mich.—Granted full time 1370 kc., since Capital City Broadcasting Co., and WJBK, Detroit, Mich.—Granted full time on 1500 kc. Capital City Broadcasting Co. has withdrawn protest in all three cases.

The Commission authorized Secretary Pettey to notify all stations that "because of the limited personnel of the Commission, in the future licensees of broadcast stations will not be notified of expiration dates of licenses. In cases where stations also have special authorizations and an extension of the same is desired, request for such extension shall be filed with the Commission at least 10 days prior to the expiration date." It added that "appropriate action will be taken in each case when these rules are not complied with."

Examiner's Reports . . .

NEW, J. H. Squires and A. E. Cullum, Jr., Dallas; Earl Marvin Nail, Lubbock, Tex., and KFYO, Lubbock—Examiner Hill recommended (Report 553; Dockets 2202, 2281 and 2213) that applications of Squires and Cullum and Nail for CPs be denied and that KFYO be granted renewal of license.

NEW, Walter B. Stiles, Muskegon, Mich., and WKBZ, Ludington, Mich.—Examiner Walker recommended (Report 554; Dockets 2224 and 2282) that Stiles be denied CP on 1310 kc. and that WKBZ be granted CP to move to Muskegon.

WJJD, Chicago—Examiner Hill recommended (Report 555; Docket 2314) that Commission affrm its grant of applicant's request for CP to move main studio from Mooseheart, Ill., to Chicago.

ARE YOU CLOSING THIS SUMMER?

If You Are—

DON'T *use space in BROADCASTING Magazine . . . because it is read by agencies and national advertisers who are placing more business this summer than during any previous summer in radio history.*

They are not interested in stations that "fold up" during the summer months. . . . BUT they are intensely interested in the stations that are staying open . . . interested in facts and figures regarding their summer audience and market . . . their previous summer success stories.

NINETY-THREE radio stations are under contract with **BROADCASTING** to continue their advertising schedules this summer.

How About Your Station?

BROADCASTING

870 NATIONAL PRESS BLDG.

Broadcast Advertising

WASHINGTON, D.C.

The New

WBAL

Maryland's Only High Power Station

NOW AVAILABLE EVERY DAY AND NIGHT

With

NEW EQUIPMENT — NEW LOCATION

10,000 WATTS

To serve more radio listeners than any other eastern station south of Philadelphia.

FREDERICK R. HUBER,
Director

Baltimore — Associate NBC

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys Antenna Design — Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

FRED O. GRIMWOOD
RADIO ENGINEER
Field Strength and Station Location Surveys
Constructional Engineering
Complete Transmitter Check-ups
Boonville Highway near Hercules Ave. Evansville, Ind.

The Other Fellow's Viewpoint

A Real "Time Chisel"

To the Editor of BROADCASTING:

I am enclosing a copy of another racket letter received today, and also a copy of my reply.

When will broadcasting stations realize that they alone are to blame for this condition. We have several contacts with prospective clients, who claim they receive discounts from rate cards, and others who claim stations are still accepting contracts on a per inquiry basis. I cannot state whether the advertiser is stating the truth in his assertions, but am led to believe there is some truth in the statements.

WHBC operated on a commercial basis for many years on only 10 watts power, and now operates specified hours on a power of 100 watts, yet we have not accepted any contracts on any basis except rate card, and if unable to get business this way, we would rather lose it.

Hoping you will continue to publicize all rackets in this respect, and assuring you of any cooperation you desire, I remain,

C. W. HAYES, *Manager*,
WHBC, Canton, O.

May 4, 1934.

* * *

The per inquiry offer referred to by Mr. Hayes carries the signature of one Charles Ray Cooper, "public relations counsel," 20 W. 43rd St., New York, and follows in full text:

I feel sure that your station will be ideal for the purpose of participating in a special correct time hourly announcement program that I hope to arrange with the Wm. Penn Watch Co., Inc., of New York City.

Prominent astronomers are members of the advisory committee, which is being organized by the makers of these very fine watches, and they are making a research of scientific timepieces. It would seem to me that this special feature would prove popular and beneficial to your audience.

Would you be interested, if I can arrange this tie-up, in receiving this assignment for your area on the basis of your receiving a contribution of fifteen cents to your entertainment fund for every Wm. Penn watch sold in your area? You will, of course, understand that this fund, regardless of the large amount it may run to, would be your own—to do with as you saw fit.

For arranging and handling the continuing details relative to this program, I would expect you to pay me 10 per cent as compensation of whatever amount of money you receive from this source—as and when you receive it.

Advise me immediately if you are interested. Also any information you can furnish me relative to your facilities, open time, etc., will be appreciated and no doubt can be used to our mutual profit.

Madrid 1932 Convention Ratified by U. S. Senate

RATIFICATION of the International Telecomunications Convention and General Radio Regulations adopted in Madrid in 1932 was voted May 1 by the Senate. A report titled Executive Report No. 2, contained a summary of the convention by Judge E. O. Sykes, who was chairman of the American delegation to the Madrid conference, together with reprints of other memoranda by interested parties. Fifteen signatoreis had previously ratified or approved the convention, whose radio allocations largely follow the pattern of the Washington radiotelegraph convention of 1927, and six, including France and Germany, have applied it although not formally ratified.

ARTHUR C. PAGE, editorial director of WLS, Chicago, has returned from a 2,000-mile motor trip through Illinois, Missouri, Kansas and Oklahoma and reports that business generally is improving on all hands.

Gets Derby Sponsor

FOR THE FIRST time in the ten years the Kentucky Derby has been broadcast independently by WGN, Chicago, the racing feature was sponsored this year. The Chevrolet Motor Car Co., Detroit, sponsored the broadcast which lasted about an hour, with descriptions by Quin Ryan of the crowd and the actual running of the race. The broadcast was made direct from Churchill Downs.

WBIG Is Sold

SALE of all the stock of the North Carolina Broadcasting Co., licensee of WBIG, Greensboro, N. C., to Maj. Edney Ridge and associates in the Jefferson Standard Life Insurance Co., of Greensboro, was announced May 1 by Thomas P. Little, manager of the station.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Experienced pianist, continuity writer and production man desires position. Good references. Box 184, BROADCASTING.

Wanted to Buy

Wanted To Buy—Complete equipment (new or used), for 100-watt station to operate on 1370 kc. Box 183, BROADCASTING.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET — NEW YORK, N. Y.

FIDELITY

in the transmitted signals depends on many factors, but cannot result without high fidelity

TRANSFORMERS

General Radio high-fidelity transformers are listed for all studio applications.

Type 585-M—Microphone-To-Tube . . $10.00

Type 541-P—Tube-To-Line 12.00

Type 541-G—Line-To-Tube 12.00

Type 541-J—Interstage 7.50

Impedance-matching and balanced types also available.

Described in Catalog G-B

GENERAL RADIO COMPANY
CAMBRIDGE — MASSACHUSETTS

Associated Stations of the
WORLD DAILY PROGRAM SERVICE

WAPI Birmingham, Ala.
KUOA Fayetteville, Ark.
KFPW Fort Smith, Ark.
KLRA Little Rock, Ark.
KIEM Eureka, Cal.
KNX Los Angeles, Cal.
KLX Oakland, Cal.
KVOR Colorado Springs, Colo.
KGHF Pueblo, Colo.
WTIC Hartford, Conn.
WRUF Gainesville, Fla.
WQAM Miami, Fla.
WCOA Pensacola, Fla.
WTFI Athens, Ga.
WGST Atlanta, Ga.
WRDW Augusta, Ga.
WMAZ Macon, Ga.
KIDO Boise, Idaho
WGN Chicago, Ill.
WJBL Decatur, Ill.
WTAD Quincy, Ill.
WHBF Rock Island, Ill.
WTAX Springfield, Ill.
WGBF Evansville, Ind.
WLBC Muncie, Ind.
WBOW Terre Haute, Ind.
KWCR Cedar Rapids, Ia.
WOC-WHO Des Moines, Ia.
WMT Waterloo, Ia.
KGGF Coffeyville, Kan.
WLAP Lexington, Ky.
KWKH-KWEA Shreveport, La.
WEEI Boston, Mass.
WTAG Worcester, Mass.
CKLW Detroit, Mich.
WEBC Duluth, Minn.
KSTP St. Paul, Minn.
WAML Laurel, Miss.
WQBC Vicksburg, Miss.
KMBC Kansas City, Mo.
KWK St. Louis, Mo.
KGBX Springfield, Mo.
KFBB Great Falls, Mont.
KGVO Missoula, Mont.
KFAB Lincoln, Neb.
KOIL Omaha, Neb.
KGGM Albuquerque, N. M.
WGR Buffalo, N. Y.
WOR New York, N. Y.
WHAM Rochester, N. Y.
WFBL Syracuse, N. Y.
WSOC Charlotte, N. C.
WBIG Greensboro, N. C.
WSJS Winston-Salem, N. C.
WDAY Fargo, N. D.
WCKY Cincinnati, O.
WHK Cleveland, O.
WAIU Columbus, O.
WSPD Toledo, O.
KOMA Oklahoma City, Okla.
KFJI Klamath Falls, Ore.
WCBA Allentown, Pa.
WCAU-WIP Philadelphia, Pa.
WCAE Pittsburgh, Pa.
WEEU Reading, Pa.
WJAR Providence, R. I.
WCSC Charleston, S. C.
WIS Columbia, S. C.
WFBC Greenville, S. C.
WOPI Bristol, Tenn.
WNOX Knoxville, Tenn.
WREC Memphis, Tenn.
WLAC Nashville, Tenn.
WDAG Amarillo, Tex.
KNOW Austin, Tex.
KRLD Dallas, Tex.
KTAT Ft. Worth, Tex.
KTSA San Antonio, Tex.
WACO Waco, Tex.
KGKO Wichita Falls, Tex.
WEHC Charlottesville, Va.
WRVA Richmond, Va.
WDBJ Roanoke, Va.
KXRO Aberdeen, Wash.
KOMO-KJR Seattle, Wash.
KIT Yakima, Wash.
WISN Milwaukee, Wisc.

1 TEST your broadcast with little money

2 Put FINE PROGRAMS on the air with a few dollars

3 Use radio by markets LIKE NEWSPAPERS

There's no better way to answer these questions than with the WORLD DAILY PROGRAM SERVICE. In fact, it's the *only* way. And it's new! Nothing like this has ever before been offered to advertisers. Investigate thoroughly and see what *you* think. Auditions will be gladly arranged at any of our World offices or at the member station nearest to you.

WORLD BROADCASTING SYSTEM, Inc.
50 WEST 57th STREET, NEW YORK, N. Y.
Offices and Recording Studios at
400 West Madison Street, Chicago, Ill. 1040 North Las Palmas Avenue, Hollywood, Cal.
Sound Studios of New York, Inc. (Subsidiary of World Broadcasting, Inc.) Western Electric Licensee